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# COMPUERVE

MAGAZINE

APRIL 1990 \$2.50



## NEWS MAKER

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David Babb—Retired Judge, Edsel Owner  
and Executive News Service User.





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### **No Loss Of Float.**

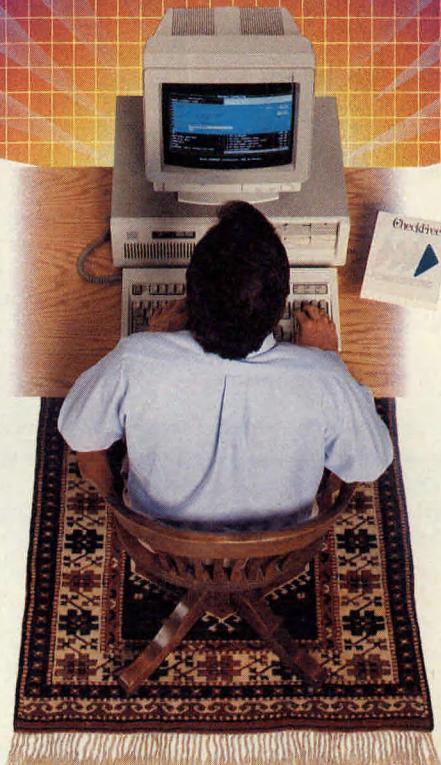
You tell the CheckFree software when you want your bills paid and the CheckFree system pays them on the dates you specify. All we need is a few days advance notice to make sure your payments get processed on time.

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Your bill paying and other routine financial activities can be reduced to just a few minutes. Paperwork becomes virtually non-existent. Plus, the CheckFree service is only \$9.00\* per month—not much when you consider the savings in postage, bank charges, and late fees.

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CheckFree gives you a completely automated checking account register that's updated automatically with each transaction. You can also record deposits or other non-CheckFree transactions. Checkbook reconciliation is virtually



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**PC Magazine, Best of 1989 Awards,  
January 16, 1990 issue**

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**PC Magazine**

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**Robert Cullen, Home Office Computing**

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You now have access to MMS' equity analysis, forecasts and other "heavy duty" information used by major banks and brokerage houses worldwide. Tap the resources of more than 100 top economists and brokers to manager your personal portfolio. Bonus: Get your feet wet with MMS' Recommended Stock Portfolio.

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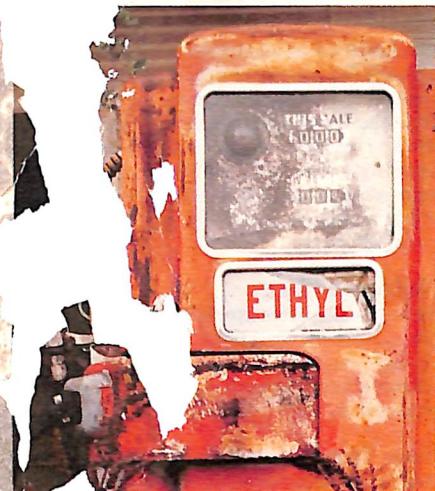
AT&T's 800-number directory is online and it's free of basic connect charges. Search 350,000 numbers by category, company name and location to find the toll-free hotline of your choice.

#### 40 This Year's 'Grand Pix': Feast your eyes on the Photography Forum Contest's winning pictures.



ANDREA EBERBACH

sands of members who find news  
choose: page 12



Photography Forum contest winner captures  
Oklahoma flavor: page 40

### Too Hot to Print

► Catch computer industry news as it happens, read special reports, commentary and more product reviews. You'll find it only in *Online Today*, a daily-updated newspaper.

#### Behind the Screens

OLT-130

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## The New Magazine

I have nothing sharp-witted to say, other than I think the new *CompuServe Magazine* is terrific. I love the clever, on-target, up-to-the-minute style. What a change from *OLT*! Please keep up what you're doing. I read it cover to cover.

Howard Sundwall  
Staten Island, N.Y.

I have been a CompuServe user for nearly a year and a half, and I have to say that I have not seen a better issue of *CompuServe Magazine* than the February 1990 issue. It is just full of ideas and helpful hints. And I haven't even read the extra insert for MS-DOS users yet. Much thanks for your efforts. Keep up the good work.

David B. Reusch  
Derry, N.H.

I like the new format of the magazine. The old format was not interesting to me and I usually just skimmed the magazine. However, with the new format I am attracted to the articles as never before and am reading most everything including the advertisements. It is surprising to me that this turnaround has occurred because of a change in presentation style; but nevertheless it has, and I commend you for making the change.

David E. Kay  
San Diego, Calif.

Regarding your "Dear Reader" in the first issue of *CompuServe Magazine* (January 1990), I just want to say, so far so good. I am speaking for myself and my company when I say that we are very impressed with the new format.

I am a Macintosh user, and from seeing earlier statistics, I assume that I am one of the majorities on CompuServe. More Macintosh (and Apple II) support would be well received by the Apple community.

John M. Gregory  
Edmonton, Alberta

I have just read the February issue of *CompuServe Magazine*, and I would like to congratulate the people who put it together. The MS/DOS Special Insert was excellent. The quick pace of the magazine makes it easy reading. Keep up the good work.

Thomas F. Kirk  
Roswell, Georgia

## Time Cover Story

While reading "Beat the Clock" in the February issue, I became more aware of all the benefits I have derived from being a

CompuServe subscriber for nearly eight years and can't imagine how I would function efficiently without my lifeline to all your information services. As a writer, I must keep abreast of current events in technology and business, conduct research, and travel extensively. CompuServe is my 24-hour "administrative assistant"—gathering the information I need and helping me plan and book my travel from the comfort of my home.

I have saved countless hours and hun-

dreds of dollars by planning and booking airline trips and car rentals on CompuServe. It's the sensible and stress free alternative. At my destination, I routinely rent a luxury car for no more than it would have cost me to rent a compact car, simply because I investigated the alternatives on CompuServe.

Terry Freeman  
Fremont, Calif.

# Ed Taylor just found the world's greatest laser printer for \$8.50.

They said it couldn't be done. But here is the true story of how it actually happened.

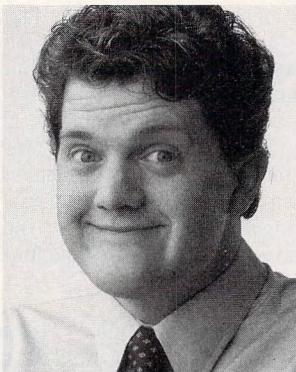
Ed Taylor was in the market for a good laser printer. Of course he could always trek from store to store comparing printer capabilities and costs, or rummage under his bed for last summer's buyer's guide.

But he did it the easy way.

He got on his modem and dialed up *Computer Database Plus*.

No matter what information you need from the back issue of a computer magazine, *Computer Database Plus* works. It lets you access every issue of 170 major computer publications going back to early 1987. With as little to go on as a key word, you can zero in on any one of thousands of reviews, articles, case histories or abstracts.

Almost as fast as Ed could type in "laser printer" he had tracked down eight product reviews—including the buyer's guide he remembered



from last summer (which actually ran in January).

Even if the article you want has just hit the stands, you're in luck. *Computer Database Plus* is updated every month with almost 5,000 abstracts and articles from current publications.

You can get by for just a few dollars by jotting down the article title, issue and date. But Ed

decided to print out the entire article. Total cost: \$8.50.

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# Dear Reader

An interesting essay about the possible demise of newspapers recently appeared in *Esquire* magazine. Contributing Editor Donald Katz lamented what he observed to be the passing of ink-on-woodpulp news and onset of the "home-publishable, semiautomatic, electronic newspaper." Lamentations notwithstanding, as a CompuServe member he admitted to coveting the power and convenience of "designer info," to brandishing a mean clipping folder on the Executive News Service and to rummaging around in IQuest now and then.

But what, he asked, are we giving up for this convenience and what are we risking by granting sweeping editorial powers to the individual? Will paper be only a yellowed memory for those of us who make it to ninetiesomething? Will we shunt our brains through phosphor tubes and glean every morsel of information from a dataset? Will we all — with the power to tailor news to self-centered priorities, needs and tastes — become a narrow-minded, bigoted lot, a bunch of vidiots?

Good questions, all.

Of course, some argue that there are perhaps only a handful of newspapers in the United States today worth saving. Many are flaccid, over-merged, ugly giants and have existed as such long before Lilliputian online services began staking any claims. If more newspapers do collapse, it will likely be under the weight of their irrelevance, not due to competition from a new medium.

And, there are those who might contend that society is already so anesthetized by action-visual media that, barring another protracted series of "Halloween" movies, it certainly couldn't become any more chuckleheaded than it already is. Perhaps computerized news will actually help wake us up.

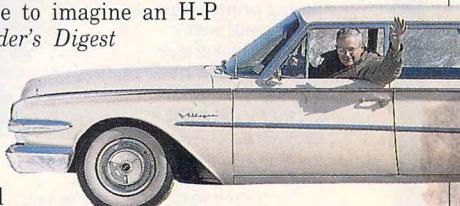
If television is a cool medium, then videotex is Irkutsk in January. Online services will, even with fancy-schmancy graphics and sound, need a counterbalancing "high touch" that only soft, warm, sensual paper can lend. Witness this magazine (okay, okay, so our paper is a little flimsy). Witness the proliferation of *all* magazines and newsletters in the face of burgeoning cable TV, home video, etc.

History has taught us that new media don't snuff predecessors, but spawn new synergistic and symbiotic relationships to feed the insatiable, information-hungry public. Television, for example, was not the death of radio, movies or magazines as widely predicted, although those mediums did have to readjust and seek fresh niches. Today, one of America's highest-circulation magazines is solely dedicated to the subject of television!

To suggest that clipping services and searchable databases will doom Hammermill bond or lead to an alarming atrophy of the human forebrain seems to disregard the strong, underlying desire of individuals to retain media options; the enduring, tactile allure of a well-designed, edited and targeted newspaper or magazine; not to mention the lobbying fortitude of the logging and paper industries. And, no matter what anyone says, it's somehow impossible to imagine an H-P laptop taking the hallowed place of *Reader's Digest* atop the toilet tank.

But, just in case you need to be convinced, or have never used an online news service, *CompuServe Magazine* zooms in for a closer look in this month's cover feature "What's News?" After you've "read all about it" starting on page 12, switch media and do a little exploring online. Like David Babb — the man on our cover — you'll discover how you can "make" your own news and put the information-gathering power of your computer to work, regardless of your interests or profession.

And, like Mr. Babb, you'll find you can always go back to your beloved Edsel whenever you wish. Like cars, media models evolve, but the basic machinery is unchanging, and there's room on the road for everyone.



Douglas G. Branstetter  
Editor

# COMPUERVE

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# MONITOR

## How to Make Your Computer Flip, Vomit and Self-Clean

It's time for April Fool's Day fun, and some practical joking programmers have uploaded the digital equivalent of fake puke and joy buzzers to the IBM New Users Forum's (GO IBMNEW) Library 6. For example:

- **APRIL.ARC (3K).** *April* displays a C> prompt until any key is pressed. Then it displays a bogus error message, prints some wild computer jargon, makes noise and flips the screen upside-down. Another key press flips the screen upright. The cycle continues until the confused hacker finally presses the Escape key.
- **INSULTARC (23K).** This program can fling from one to 20 screen pages of randomly generated crudity at the unsuspecting.
- **PUTDOW.ARC (25K).** *Putdown*, a TSR creation, not only displays the insult, but a computer voice verbally assaults the unfortunate listener.
- **GLASS.ARC (29K).** This program assumes personal com-



JEANNE BERG

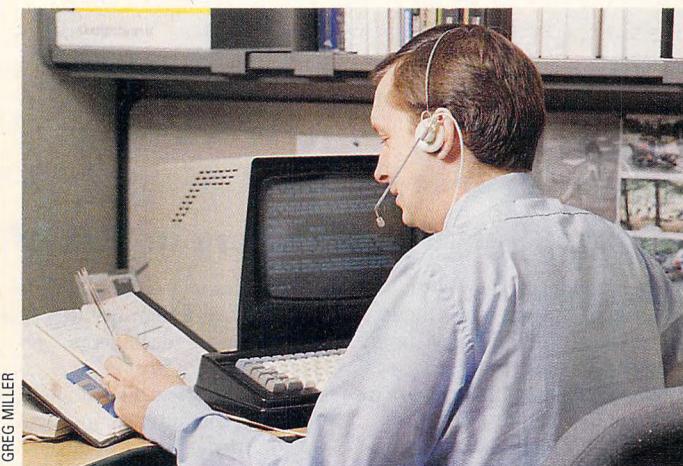
puter users regularly clean the outside of their computer monitor. So it appears to wipe the inside of the monitor glass.

- **CPROMP.ARC (9K).** The wise-cracking *CPrompt* displays a

C:> on the screen. It disregards any user input with a curt reply.

A keyword search for such terms as JOKE or HUMOR in CompuServe's IBM File Finder (GO IBMFF) will turn up even

more mischief. For April Fool's Day preparedness, a keyword search for SECURITY or PASSWORD programs might help protect those AUTOEXEC.BAT files from the clandestine attacks of snickering wags.



'Thank you for calling CompuServe': Friendly rep

## CS Offers Anytime Answer Bank

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CompuServe's Customer Ser-

vice department can continue to serve you with its newly installed ASPECT™ phone system. A voice response unit allows members with push-button phones to receive general support on a variety of topics 24 hours a day. Using their phone

keypad, members navigate a series of menus to select a topic and listen to recorded help files.

For those times when a question or problem requires the human touch, members can stay on the line and speak to a Customer Service representative. Calls are routed into three separate queues; one is reserved for sign-up information, the second for technical questions and the third for general questions.

Message-taking capabilities allow non-members to call the Telephone Sales and Inquiry Department 24 hours a day. Callers can request brochures by providing their names and addresses.

Call Customer Service at 800/848-8990 or Telephone Sales and Inquiry at 800/848-8199. Anytime.

## Romancing the Language

While the rest of the world was busy following the guns, guts and glory of the recent Romanian Revolution, members of the Foreign Language Forum were discussing the relationship of the Romanian language to its Romance cousins. According to one message, Romanian "has few points of contacts with the rest of the Romance languages. In grammar, I understand that it preserves a genitive case and part of a dative; the verb endings also seem relatively conservative. In vocabulary and syntax, though, it is strongly influenced by Slavic and Greek."

For these and other linguistic nuggets, GO FLEFO.

GREG MILLER



## Woman of the Year

National Issues Forum (GO ISSUES) Administrator Georgia Griffith is modest about her recent nomination as an Outstanding Woman of America.

"I'm still wondering what all the fuss is about. I haven't done anything except what needed to be done."

Griffith has been blind since birth and lost her hearing at age 38. The first blind student at Capital University in Columbus, Ohio, Griffith graduated Phi Beta Kappa with a bachelor's degree in music. In 1971, she became the Library of Congress' only proofreader of braille music through the National Braille Association, an organization of more than 2,500 volunteers worldwide who help the blind and visually impaired.

She now works for LINC Resources, which, in conjunction with IBM, operates the IBM/Special Needs Forum.

Griffith received notice in the mail that she had been selected for inclusion in 1990's Outstanding Women of America. The listing of 2,000 American women will be published in mid-1990.

Her biographical sketch will include the fact that Lancaster, Ohio, Griffith's hometown, celebrated Georgia Griffith Day on Jan. 15, 1988.

She also received a citation from former President Ronald Reagan for her work with the Library of Congress.

Griffith insists that she isn't that special and that others can benefit from her philosophy of life. "I say, 'Whatever your lot in life, build something on it!'"

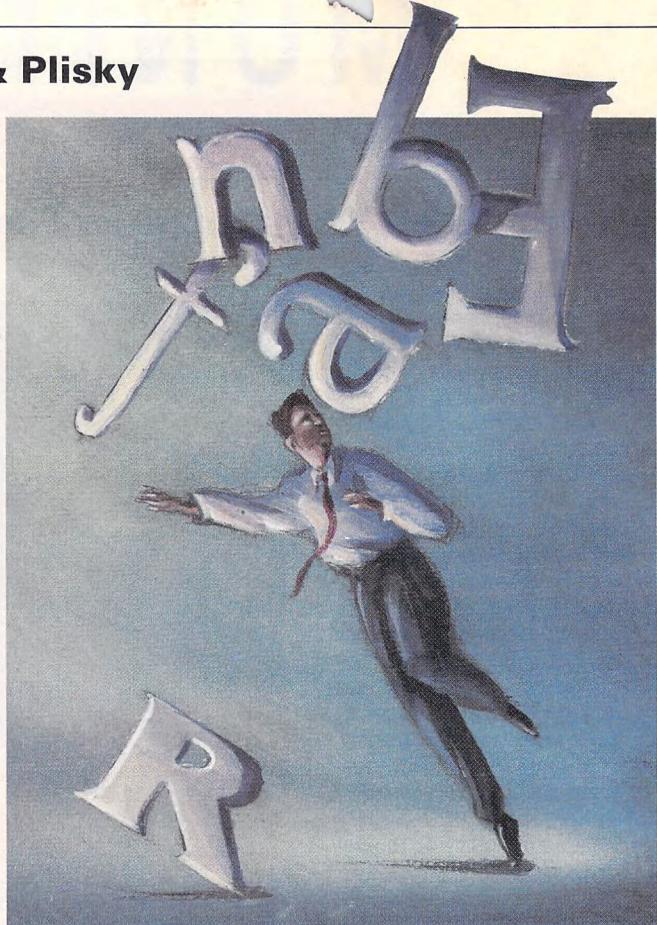
## Gauhala, Pepo & Plisky

**D**ixonarian: 1. (n.) Someone who loves to whistle "Dixie." 2. (n.) A resident of Fort Dix. 3. (n.) One of a group of CompuServe folks who hang out in Message Section 17 of the TAPCIS Forum (GO TAPCIS), typing what looks like English, but contains words such as "gauhala," "pepo" and "plisky."

If you guessed 3, you're two points ahead in the game of Dixonary, the online version. Named after avid player and forum member Steve Dixon, the game started last July and is still going strong, with the number of players continuing to increase. Forum members can't delay the game or many of the current week's messages will have scrolled off into Dixonary history.

How does it work? The dealer chooses a word from the dictionary, the more obscure the better, and posts it in a public message. Players then send to the dealer, via CompuServe Mail, a made-up definition of the word. Then the dealer posts a list of all the definitions, including the real one.

Players win two points if they guess the real definition, and one point for every vote for their phony one.



KAREN STOLPER

One warning: Don't join in under the impression that it might improve your vocabulary. Says self-appointed "Rules Mother" Theresa Carey, "My problem with Dixonary is that sometimes I remember the fake definitions and forget the real ones."

### MEMBER ESSAY

## CompuServe Mail Ushers in 'Era of Connectivity'

**C**ompuServe's new electronic mail options have made a significant difference in my ability to connect to other systems and do productive work at home.

When I read that it was possible to send a CompuServe Mail message to an Internet address and to send a message to any fax machine, it seemed like just another "gee-whiz" development: something to raise the eyebrows, perhaps, but not an immediate concern.

Then I found myself at home with the flu the week before a colleague and I were scheduled to conduct an all-day retreat for

40 department heads. Needless to say, I had a definite need to produce some documents, get them to my co-worker and exchange messages. Unfortunately, my home computer at the time was a Model 100 "notebook" whose small display couldn't support a direct connection to the campus mainframe.

That's where CompuServe came in. I was able to send a message from CompuServe Mail to the academic BITNET mail network through the Internet connection. I also created a multipage document and faxed it to the office via CompuServe Mail, in time to have it

included in the planning process.

It's been said that this is the "era of connectivity" among computer systems. These new CompuServe capabilities certainly help to make that a reality.

John Kupersmith  
Austin, Texas

CompuServe Magazine invites CompuServe members to compete for 10 hours of free connect time by writing a 200-word essay describing original uses for the Information Service.

Send typed, double-spaced essays to User ID 70003,4623. Please include your full name, address and User ID number. Watch for winning essays in Monitor.

## Viruses: You Ain't Seen Nothing Yet

It may seem that computer viruses are rampant now, but, according to one expert, the real impact won't be seen for another year or two.

Pam Kane, president of Panda Systems, a Wilmington, Del., consulting and software development firm, insists that viruses "are very real and are spreading."

Computers catch a virus as it "hitchhikes" into a system by attaching itself to a program, usually changing a program's fingerprint and noticeably adding to its size. A worm, which is what struck the Internet system in 1988, is different in that it doesn't attach itself to a program but rather moves between computers and computer networks.

The best protection against viruses and worms is awareness of safe computing practices by both vendors and users. Kane advises the following:

**Vendors should** guarantee their systems have no "back doors" or "trap doors" that would allow unauthorized entry.

**Use a combination** of virus protection methods, including programs that check file size against a standard, scan a disk for known virus strings or actually serve as a barrier and find destructive code when it is engaged in an evil mission.

**Never load** a program into your computer unless you are certain of its origin.

**Always know** who is using your computer and for what purpose, since many viruses are



ANDREA EBERBACH

transmitted through pirated game disks.

**Be prepared** for disaster by backing up your data.

Kane believes criminal penalties for those found guilty of releasing viruses and worms into programs and computer systems should be tough. A suitable punishment would include barring the convicted individual from ever working in any installation that receives federal funding—from research money for universities to gov-

ernment contracts for major corporations—with lists of convicted computer criminals also made available to the private sector.

For more information on computer viruses, refer to the Computer Consultants Forum (GO CONSULT). A selection of antivirus software is available in Library 4, "Technical-Micros." And *Online Today* has been tracking the virus scare from the very first in its Virus Special Reports (GO OLT2000).

## A Class Willy Loman Could Have Used

Laptops and portables get lighter and better all the time, and many companies are eyeing them as necessary accessories for their off-site sales forces. The one great hindrance to this master plan is training.

"Getting sales professionals started with computers has been one of the great challenges of our time," says Ralph E. Granger, president of CES Training Corp. "People who sell

for a living are among the least computer-literate workers in the United States today. Most don't even have typing skills, and if there is a computer at home, it's their kids who use it."

Granger says new trainees have to be taught the reasons for computerization as well as how to use the software. CES recommends screening trainees for computer skills and then placing them in classes with others of similar ability. CES'

three-step training program then supplements the classes with written documentation and a computer-based training program to be used at home.

Those interested in CES' training methods can call 201/843-6444 or write CES Training Corp., 10 Forest Ave., Paramus, NJ 07652. Computer-based training methods are discussed in the Computer Training Forum (GO DPTRAIN).

## Friends R Us

Are online friendships "real"? Can you really fall in love with someone you've met only online? What makes online relationships so emotionally powerful?

If you've never ventured behind the lines of the straightforward information-only areas of CompuServe, these questions may seem foreign to you. But if you've put even just a toe into the world of forums, CB Simulator and CompuServe Mail, you've had at least a glimpse of getting to know people by way of pixel.

It's just such relationships that provide focus for the Online Relating section of the Human Sexuality Support Group.

Mike M., section leader, notes that certain questions seem to recur. "We talk about the whole dynamic of relationships via modem and how they differ from offline relationships. Knowing someone by modem first, you get to know the person from the inside out."

People logging on to the Human Sexuality Support Group agree to use only their first name, or first name and initial, or a pseudonym. In that anonymity, they then share experiences and ask questions of each other that deal with this powerful yet remote way of getting to know others.

How do you know if online acquaintances are telling the truth about themselves? What if that investment banker is really a 16-year-old kid?

What happens when you meet an online friend offline? And what kinds of misconceptions are you unwittingly purporting about yourself online?

These questions and their offshoots are ones that continue to surface as people meet others online. To find out more, GO HSX-100 and read messages in Section 7, "Online Relating."

Edited by Gayle Brown  
Contributors  
Karen Aneshansley, Cathryn Conroy, Susan Katz, Randy Rendfeld, Lindsay Van Gelder

**INTRODUCING INFORMATION MANAGER AND THE DIFFERENCE  
IT MAKES TO COMPUERVE.**



CompuServe Information Manager revolutionizes the way you'll work with our online service and your MS-DOS personal computer.

You'll see the difference immediately, in its windows-like environment, pull-down menus, dialog boxes, and uncomplicated commands. CompuServe Information Manager lets you see and manipulate multiple windows on your screen to track where you've been, chart where you're going, and have quick access to multiple information sources.

Forums suddenly become easier to use and follow, as you can find topics, track messages and additions, and search files more efficiently than ever before. And a new map capability lets you see who's talking to whom.

It makes CompuServe even more unique by helping you work offline to compose messages and take advantage of the power of your personal computer. So you save both time and money. No other service can promise you that.

Initially, Information Manager and its users guide is being offered to CompuServe members only at an introductory price of \$24.95. This includes a \$15.00 usage credit. To order, simply type GO ORDER at any ! prompt.

Add the MS-DOS version of Information Manager to your CompuServe service now. A Mac version will be released this spring. The difference it makes will be like night and day.

**CompuServe®**

## CURRENT HITS

by David Peyton

The libraries in CompuServe's forums are filled with thousands of files. The following are a few of the files uploaded in recent months. For a more up-to-date list, check the weekly "Uploads" columns in *Online Today* (GO OLT-3700). To locate a file that has been moved to another library, use the Browse command and a wildcard (type BRO \*.ARC at any forum prompt).

### AMIGATECH FORUM

(GO AMIGATECH)

**Performance Tester**—Diskspeed gives a performance test of your Amiga hard drive. The program opens a window and writes the information to it. Includes an option to save or print the results. File DSK10.LZH (14,703 bytes) in Library 14 (System Software).

### APPLE ENTERTAINMENT FORUM

(GO APPFUN)

**Lunar Lander**—An Apple IIgs implementation of an old Applesoft lunar lander game. Features SHR graphics with digitized and synthesized sound. File LL.BXY (52,480 bytes) in Library 1 (IIgs Games).

### BORLAND DATABASE PRODUCTS FORUM

(GO BORDB)

**Check Balancer**—A check balancing program that works with Reflex 1.01 for the Macintosh. Reports and sorts checking account transactions. Figures current balance and displays only "uncleared" checks; figures bank statement beginning and ending balances for current and past "cleared" months, and summarizes/displays statement debits and credits, and searches by source for check numbers or transaction types. File FLEXCH.PIT (18,816 bytes) in Library 4 (Reflex Plus, Mac).

### COMPUTER TRAINING FORUM

(GO DPTRAIN)

**HyperHelp**—A shareware program from Goldpax Software for creating Hypertext online documentation and other applications. Create a file using a word processing program or text editor and HYPE will allow the user to navigate with buttons. Color monitor required. File HYPE14.EXE (153,856 bytes) in Library 3 (DPTRAIN COURSEWARE).

### COOKS ONLINE FORUM

(GO COOKS)

**Meal Planner**—Version 6.07 of Meal-Master for IBM PCs and compatibles. Store, index and print recipes. Automatic up/down scaling, unit conversions, shopping lists. Search by title, category or ingredient. Uses fractions or decimal quantities, up to 60 categories. Word wrap in directions entry. New version adds mass-change category utility. Shareware. Archived version is in file RECIPE.ARC (110,719 bytes) and self-extracting archived version is in file RECIPE.EXE (120,123 bytes), both in Library 15 (Tools and Books).

### CROSSTALK FORUM

(GO XTALK)

**Remote2 Demo**—A demonstration version of Remote2 from Crosstalk Communications is available in the forum. Remote2 provides remote console access to an IBM PC acting as a host computer, so you can run regular IBM PC applications on the host PC and see their screens on your calling PC. This demonstration version includes both host and caller software as well as GUARD file security software. It shows all major features, but call duration is limited. File R2DEMO.ZIP (172,731 bytes) in Library 1 (Remote2).

### DISABILITIES FORUM

(GO DISABILITIES)

**Character Enlarger**—Version 2 of BLOOK, a free utility program that lets you look at an ASCII text file using large characters for display. On CGA or Hercules mono, you can cycle among several sizes ranging from 10 to 60 characters per line. Move around the display with Arrow keys. Self-extracting archive file BLOOK2.EXE in Library 5 (Vision Impairments).

### FOREIGN LANGUAGE FORUM

(GO FLEFO)

**Japanese Flashcards**—Flashcard program designed for Japanese (still in Romaji). Allows multiple alternate definitions, optional components and lets you override mistakes. Keeps track of words you get correct and can selectively drill on the ones you get wrong. Documentation and small sample vocabularies included. Shareware. File VOCAB.ZIP (83,207 bytes) in Library 7 (East Asian).

### GAMERS' FORUM

(GO GAMERS)

**Memory Game**—Crazy Shuffle, a challenging educational game for any age. Tests players' concentration and memory skills. The player tries to match pictures or pictures with associated words. Features three games and five levels of difficulty. Graphics card required. Mouse optional. Pictures include jungle animals and US presidents. File CSHUF1.ARC (136,576 bytes) in Library 13 (Other Games).

### GENEALOGY FORUM

(GO ROOTS)

**Word Searcher**—Version 2.0 of Maxfind for IBM PCs and compatibles, a parallel multiple word search over multiple lines. Accepts 15 words at once with AND/OR combinations. Good for scanning large text files for a certain word. This version is 20 percent faster than earlier versions and will process more than 75K per second on a IBM PC-AT or compatible. File MAXFN2.ARC (26,735 bytes) in Library 3 (MS-DOS Software).

### GREAT OUTDOORS FORUM

(GO OUTDOORFORUM)

**Computer Birding**—A computerized bird-watching program for IBM PCs and compatibles. Encourages beginning and advanced birders to form good observation habits by noting distinctive features of each observed bird rather than making comparisons with paintings and photos. File BIRD.ARC (120,704 bytes) in Library 8 (Wildlife/Birding).

### IBM APPLICATIONS FORUM

(GO IBMAPP)

**USA, The Game**—50 States Game. Multiple choice questions about the United States, from geography to trivia. For one to four players. This version offers 190 questions in four categories. File STATES.EXE (25,860 bytes) in Library 11 (Education [A]).

### IBM NEW USERS FORUM

(GO IBMNEW)

**Seer on a Chip**—A computer "psychic" based on Thomas A. Easton's article "Psychics, Computers and Psychic Computers" published in *Skeptical Inquirer*. It makes predictions and answers questions with a sometimes enigmatic style reminiscent of the ancient Greek oracles. Shareware. File CRYSTA.ZIP (141,568 bytes) in Library 6 (Gen Fun & Games [N]).

### IBM SYSTEM/UTILITIES FORUM

(GO IBMSYS)

**Assistant Manager**—Resident-TaskManager (RTM) a memory-resident program by Jim Wetzel for IBM PCs and compatibles that manages lists of tasks, reminders and to-dos. Program has ability to load as a memory-resident program. Uses only 6K of memory as TSR. Features include multiple lists, sorting, prioritization, data manipulation, a user-definable field, audit files, printing and the ability to add, modify, delete or repeat. File RTM102.ZIP (103,003 bytes) in Library 7 (Desktop Utils [S]).

### MACINTOSH ENTERTAINMENT FORUM

(GO MACFUN)

**Breathless Experience**—Explore a space station before you run out of oxygen. A fast multiscreen climbing game with a different twist. Each screen contains surprises such as cannon, transports and more. A hundred built-in screens and an editor to create your own. Solution features and a help menu for printable documentation with graphic samples. Digitized sounds. Requires 512K and system 3.2 or later. Shareware. File SPACES (174,976 bytes) in Library 2 (Arcade/Action Games).

### MICROSOFT SYSTEM FORUM

(GO MSSYS)

**Clock in a Window**—A digital clock for MS Windows. Has a simulated LED display and a built-in alarm. Uses bit-mapped graphics. Developed on a VGA system, so numbers may appear tall on an EGA system. File DIGI.EXE (13,184 bytes) in Library 6 (Windows Developers).

### SCUBA FORUM

(GO SCUBA)

**Diver's Log**—A HyperCard stack for the Macintosh that provides a dive log to keep track of dive sites, locations, operations, bottom times, depths and divers' names for up to 10 divers. Sample dives are included. Free program. File DIVELO.SIT (24,576 bytes) in Library 13 (Programs).

David Peyton co-authored *How to Get the Most Out of CompuServe*, now in its fourth edition. His CompuServe User ID number is 76703,244.

## AMIGA ARTS FORUM

(GO AMIGAARTS)

**Subway Control**—A game in which your job is to build, control and manage a subway system for a city. File METRO.ZOO (75,776 bytes) in Library 4 (Games).

## APPLE ENTERTAINMENT FORUM

(GO APPFUN)

**Logic Game**—*MasterMind*, a game of logic for the Apple II. You need a mouse and an enhanced Ile, Ilc or Ilgs to play. Documentation is included in AppleWorks format. File MASTER.BNY (6,528 bytes) in Library 2 (Apple II Games).

## ATARI ST ARTS FORUM

(GO ATARIARTS)

**Around the World**—An electronic atlas for the Atari ST/Mega computers. Maps of the world and of each continent. Database of 24 United Nations statistics for each country. Database can be changed by user. Quiz on countries and capitals. This shareware version contains map of world and map and database of Europe. Full documentation and set-up file. File GEOGRA.ARC (96,640 bytes) in Library 2 (Games).

## BORLAND APPLICATION FORUM

(GO BORAPP)

**What is DEBUG?**—A text file that contains a concise overview of DEBUG, the program for editing COM files in MS-DOS systems. File DEBUG.LTR (3,895 bytes) in Library 0 (General).

## CROSSTALK FORUM

(GO XTALK)

**Weather Getter**—A file to use in association with CROSSTALK XVI that allows users to capture Vidtex weather map information and view it. A script, batch file and program are included. Documentation included. File VIDTEX.ARC (21,062 bytes) in Library 3 (Crosstalk XVI).

## EDUCATION FORUM

(GO EDFORUM)

**SAT Help**—Text file that lists the popular Scholastic Aptitude Test preparation software packages and offers annotations describing strengths and weaknesses of each. Programs for all kinds of computers are described and products for both home and school use are included. File SAT.TXT (7,415 bytes) in Library 2 (Software).

## GAMERS' FORUM

(GO GAMERS)

**Tank Battle Game**—*Gemini*, a tank battle game for IBM PCs and compatibles that can be played over the modem with another person or against the computer. Includes complete documentation. File GEMINI.ARC (94,208 bytes) in Library 7 (Action/Arcade Games).

## HYPertext FORUM

(GO MACHYPER)

**Adviser**—Let Maxie, the female spirit within your Macintosh, answer your questions and give advice on how to reach your goals. File FORTUN.SIT (41,088 bytes) in Library 2 (Games).

## IBM APPLICATIONS FORUM

(GO IBMAPP)

**Tiny Editor**—A small, fast editor that's right for small editing jobs such as changing batch files. File BATCH.ARC (22,912 bytes) in Library 1 (Text Editors [A]).

## IBM NEW USERS FORUM

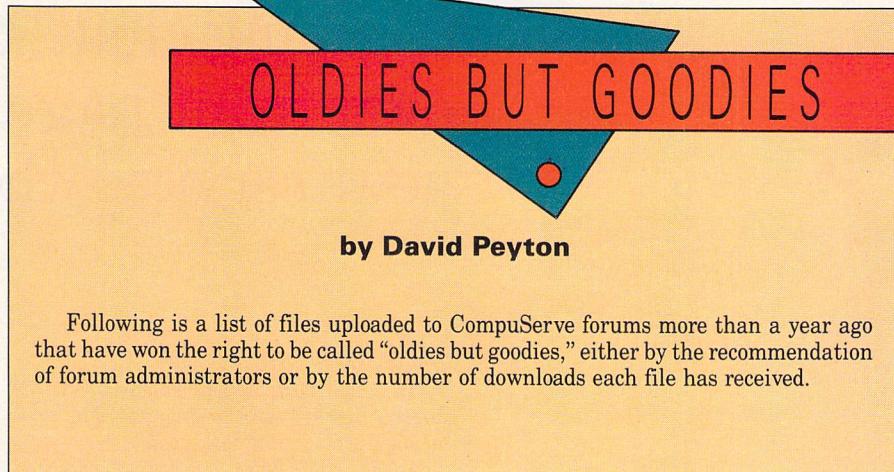
(GO IBMNEW)

**Original Adventure**—The public-domain version of the *Original Adventure* (Colossal Cave) that runs on either MS-DOS or OS/2. File ADVPLA.ARC (69,327 bytes) in Library 3 (Adventures [N]).

## PHOTOGRAPHY FORUM

(GO PHOTOFORUM)

**Slide Database**—A shareware transparency database that lets you store information on slides and negatives. Also lets you index slides by multiple keywords and categories and query the file against these keys. File TRACK.ARC (39,652 bytes) in Library 16 (Computer Software).



Following is a list of files uploaded to CompuServe forums more than a year ago that have won the right to be called "oldies but goodies," either by the recommendation of forum administrators or by the number of downloads each file has received.

## MACINTOSH ENTERTAINMENT FORUM

(GO MACFUN)

**Another Frontier**—"Star Trek ... Revisited," a Pascal rewrite of a classic redone for the Macintosh. Graphics, sound, online help and user interface included. Freeware. File TREK89.APP (160,896 bytes) in Library 2 (Arcade/Action Games). For requirements, see TREKIN.TXT (2,048 bytes) in the same library.

## MACINTOSH PRODUCTIVITY FORUM

(GO MACPRODUCT)

**LaserWriter Help**—A MacWrite file containing hints and tips that Laser Express sends to its customers for error-free LaserWriter output. Geared for Laser Express, but any laser user can benefit from these tips. File HINTS (9,856 bytes) in Library 2 (Word Processing).

## OS-9 FORUM

(GO OS9)

**Screen Editor**—SLED, a full-screen editor for the Color Computer 3 and OS-9 Level II. This archive includes a full source code, formatted documents, binary file and more. File SLED.AR (79,307 bytes) in Library 6 (Applications). See also the file SLEDUP.AR (32,130 bytes) for an upgrade to SLED for Color Computer 3 users. It fixes some problems that SLED has with setting and restoring screen colors.

## TANDY PROFESSIONAL FORUM

(GO TRS80PRO)

**Copter Game**—An arcade-style helicopter mission game for MS-DOS systems with four levels of difficulty and five missions to complete. Cursor controls are 2-4-6-8 on the number pad but can be redefined within the program to other keys. Score saving and documentation included. File COPTER.ARC (68,608 bytes) in Library 6 (MS-DOS Applications).

## TAPCIS FORUM

(GO TAPCIS)

**TAPCIS Utilities**—TAPUTIL, CompuServe message and library utilities: TapFind finds any message or library catalog entry, searching on subject, from, to, text, section number or any combination. TapSplit splits message files into one file per forum section number. Both programs support message and library files created by TAPCIS and other communication programs. Shareware by Guy Scharf. File TAPUTL.ARC (131,703 bytes) in Library 2 (Scripts and Tools).

## TEXAS INSTRUMENTS FORUM

(GO TIFORUM)

**Bowling Program**—Bowling program with graphics that runs in either TI BASIC or XBASIC. File BOWLIN.BIN (5,248 bytes) in Library 2 (99 BASIC/XBASIC).

by Marilyn Greenwald

# What's News?

It's what *you* say it is. Wield 'clipping clout' to paste up your own front page. Tap packaged news services when you need them.

## What is news?

To media guru and presidential adviser Roger Ailes, it's positive images—whatever makes the candidate look good.

To Geraldo Rivera, it's lesbian neo-Nazi bikers or teen-age millionaire retirees.

To Richard Lunn, an executive with a Boston food brokerage company, it's the weather in New York City or Hartford, where he frequently travels on business. Or, fresh information about companies his brokerage firm represents.

To retired Judge David Babb, it's anything at all to do with that infamous "Buick sucking on a lemon"—the Edsel.

The concept of news is not as clear as it once was. To most editors, ye old "man bites dog" just doesn't cut it anymore (though it seems Maury Povich of *A Current Affair* might consider it if the dog were a pit bull). High technology, new economics, rapid political change and the sheer volume of information generated in today's world complicates "news" and defies a definition of the very word.

Newspapers, once the prime source of news for many people, are evolving too, sometimes by design and sometimes by force of the changes that are sweeping them along. Many newspapers have closed, and competition among them—which gives readers in the same city different perspectives on the news—is declining. Of the 1,500 American cities with daily newspapers, only 26 have head-to-head competition from indepen-

dently owned newspaper companies, according to *The Gannett Center Journal*.

In a recent editorial cartoon by *Dayton Daily News* cartoonist Mike Peters, a man goes to a newsstand to buy a paper: "Sorry, pal," the clerk tells him. "They've all merged. But would you like a copy of the News-Ledger-Star-Telegraph-Post-American-Globe-Observer-Times-Dispatch-Sentinel?"

On The Tube, where the majority of Americans get their news today, "sound bites" rule the airwaves: nice, neat packets of digestible information (some might say prechewed) high on timeliness and impact, low on interpretation and analysis. Certainly, there's little viewer discretion about what news is to be seen and when.

Are the papers and television dead for news? Far from it. As new technologies are introduced, only the interdependent roles will change. New, symbiotic relationships will develop (see "Village Vidiots?" on page 18) and partnerships will form. Just as it has been said that magazines would usurp their less colorful cousins or that radio and movies would fall victim to television, so is it folly to think that online services will overshadow other media in every respect.

## What is news?

News can be anything *you* say it is, ordered according to your needs, interests and personal priorities—business or pleasure. That's the decisive edge online services have over other media. With the help of these services, you can put another kind of tube to work for you—one that responds to your commands.

"The clear advantage to using Compu-

## FEATURE

### CM's Cover Story:

Newshound's Guide to Searchable News, p. 14

▼  
Are We a Bunch of Vidiots? p. 18

▼  
Or Do We Have Inquiring Minds? p. 19

▼  
Talkie Transcripts, p. 20

Serve is that you can tap into the information flow of newswires and still get access to packaged news services prepared by professional editors when you want and need them. It's the best of everything," says Eben Kent, manager of news services at CompuServe.

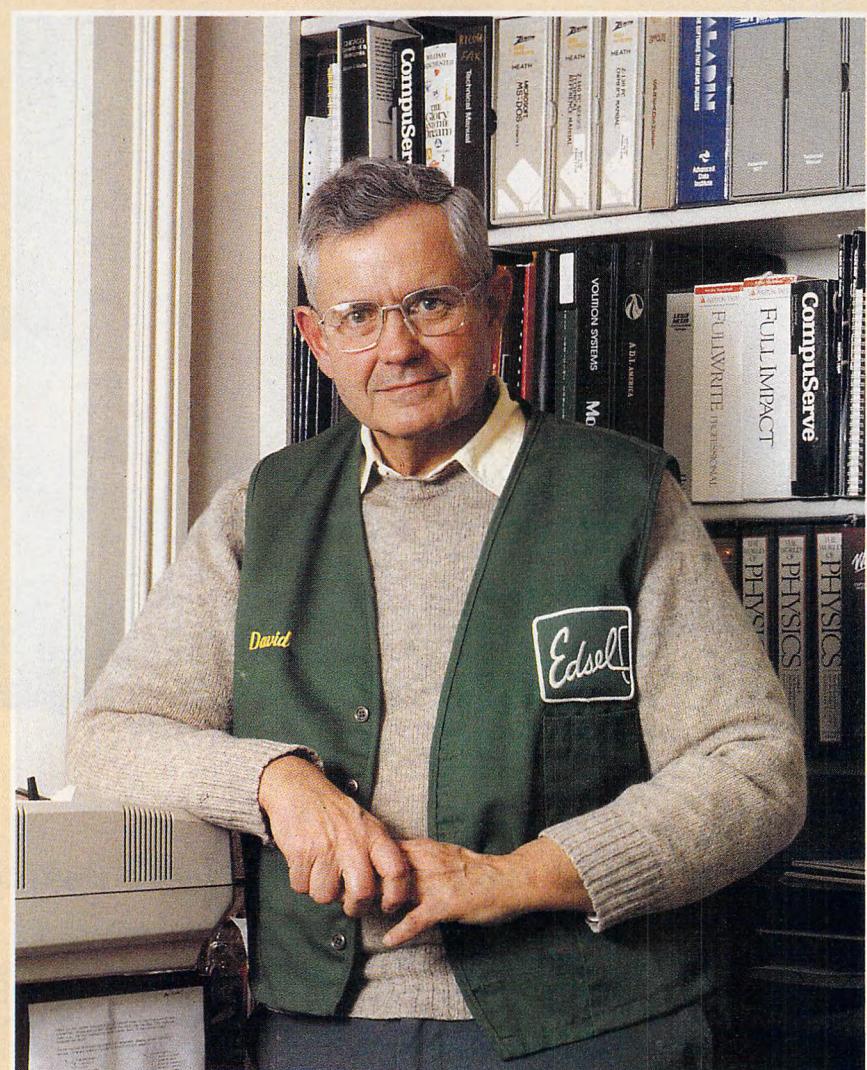
Through the ENS clipping service, readers, like editors, can dictate the stories they want to see, and when and where they want to see them. (ENS is a \$15-per-hour surcharged service available to Executive Option subscribers only; see box on page 18 for special trial offer.)

For Richard Lunn, getting the news on his computer is as commonplace as getting it from the newspaper or television. He uses the clipping service to key in names of companies represented by the food brokerage company for which he works. "It's the first thing I do in the morning. It's automatic to me," says Lunn.

The clipping folders Lunn creates contain news of companies that interest him, and the information is there when he logs on each morning (see page 14 for information on how to set up a clipping folder). He lets the ENS news services—the Associated Press, United Press International, Reuters' Financial Wire, OTC NewsAlert, and *The Washington Post*—go to work for him.

Lunn also uses the news services to keep up on personal investments. "I don't want to have to rely solely on a broker," he says.

There are other times when it's desirable, even necessary, to rely on professionals to select and package the news for you. This is especially important for complicated or spe-



ENS keeps him enlightened on the Edsel: Retired Judge Babb

DANNY O'CONNOR

## Putting Out 'The Daily Babb'

David Babb thinks CompuServe's online news services are fast and easy to use, but they still remind him of the Edsel.

That's because Babb, a retired Illinois judge, uses the Executive News Service to collect stories about his favorite car: the much-maligned Edsel.

To the Ford Motor Co. and others, the Edsel represents a major industrial failure. To Babb and those in the International Edsel Club, it is a piece of history and an avocation.

"I'd say I get three to four stories a week (from ENS)," says Babb, who has been clipping Edsel stories online for about a year. He often sends the stories to other Edsel fans.

Of course, not all stories collected by ENS deal directly with the Edsel, a car made by Ford from 1958 to 1960. Some, Babb says, drive home the point that "Edsel" has become a household word to signify a great failure. "For instance, I may get a story from Washington that refers to 'a Congressional boondoggle that is second only to the Edsel,'" he says.

Babb doesn't use ENS only to track Edsels. He also has his own name keyed into the clipping service to get information about other Babbs in the world.

He has learned of a David Babb who was recently valedictorian of his high school class, a South African ambassador to Canada named Babb, and even a Babb, Montana.

He has corresponded with some of these other Babbs uncovered by ENS.

Babb considers himself an automobile historian and is pleased that his high-tech efforts can trace the past. "It's just sort of fun," he says.

—MSG



GARRY BURDICK

OTC NewsAlert gives 'cradle to grave' coverage of small companies: Comtex's Raskin

cialized areas such as financial or medical news, or to get a balanced view of general-interest news.

One quick way to find out what editors deem important is to scan the latest news from each of the ENS services. By simply typing SCAN CURRENT and the news service code, such as UPF for UPI financial news (see "Scanned Goods" for details on page 15), you can get current "top" stories for the subject area chosen. Another is AP Online's lead stories of the hour (GO APV, select Option 1). Any number of other highly respected publications such as *The Washington Post* offer online counterparts to print editions. The only difference is that CompuServe readers get access hours sooner than ink-on-paper readers, and can, if desired, employ the keyword-search clipping capability.

#### *What is news?*

To Jim Outman, manager of corporate information services at Reuters, "news"

## Check Out These Searchable News Resources

Is this your first time with searchable news resources? Perhaps you have used ENS or NewsGrid before but just need a quick brush-up on how to use them. Well here's a handy "clip, save and laminate" pocket guide prepared by master tutorialist and *How to Get the Most Out of CompuServe* author Charles Bowen.

### EXECUTIVE NEWS SERVICE

The Executive News Service has three options on its main menu that supply news stories:

**Review current news** gives you the latest dispatches. You are prompted to choose the wires, including The Associated Press, United Press International, Reuters, OTC NewsAlert and *The Washington Post*. Stories are displayed in menu form, starting with the most recent.

**Search by company ticker** enables you to search for recent stories about specific companies. You are asked for stock market symbols, then shown a menu of relevant recent stories.

**Create clipping folders**, lets you save future stories about specific subjects, collecting them in one or more "folders" that you

create. Once folders have been stored, ENS monitors the wires and sets aside any stories that contain one or more keywords or phrases you have specified. The retrieved articles are saved for you to read on your next visit.

#### Defining Your Folder

When you select the "create a folder" option, the system asks the following:

**Name folder**, using up to 10 characters.

**Set Expiration Date** up to one year from the date of creation.

**Set the number of days** stories are held in the folder before being deleted.

**Choose news wires** from which you want future stories clipped.

**Select keywords or phrases**, which may be up to 80 characters long.

#### Signs to help define your search

- \* An asterisk is a wildcard, so ASTRO-NAUT\* clips stories containing "astronauts," "astronautic," and so on.
- + A plus sign qualifies your phrase to require that two or more words or phrases be included in the stories clipped, such as BUDGET+AEROSPACE.

- A minus sign indicates that a story should contain one keyword but *not* another, such as, SPACE-PARKING.

| Use the | sign to clip stories that match any of two or more phrases, as in SPACE|ROCKET|ASTRONAUT.

If you get only a few "hits" (GOOD+GOVERNMENT) or too many, (QUAYLE--LEADERSHIP), experiment with different phrases or combinations of keywords to refine your search.

**To revise or delete** a folder choose the "Create/Change/Delete" option. This allows you to add and delete keywords and phrases and news wires. The revision option also lets you change the expiration date and the retention days.

### NEWSGRID

Another searchable news resource online is NewsGrid (GO NEWSGRID), which provides world, US, and business stories from major news organizations, including United Press International, The Associated Press, PR Newswire, Agence France Presse (France), Deutsche Presse-Agentur (West Germany), Kyodo (Japan), and Xinhua (China).

means updating economic indicators, earnings reports and other financial information that leads to informed investment decisions.

Example: Brokers reduce their estimates of a company's earnings, prompting that company's stock to drop in price. Investors in that company would want immediate knowledge of those earnings forecasts to make decisions about their investments. A six- or seven-hour delay in hearing that news could hurt them.

Outman says transmission speed is vital for Reuters, which sends ENS about 700 stories a day about national and international companies and markets. "Reuters is aimed at people who look at stock quotes—investors and financially oriented people who need information and need it quickly to make sound decisions. Investors can have access to the same information their stockbrokers get."

To Pam Raskin, director of marketing for Comtex Scientific Corp., "news" is vital in-

formation not readily available from any other source—for example, details about the activities and economic forecasts of small companies. Comtex provides ENS with OTC NewsAlert, a news service covering stocks traded over-the-counter and the approximately 7,000 NASDAQ companies.

Suppose you've just invested in a fledgling software company. You've heard from a friend that it recently named a new CEO, but your broker can't give you any information about the person. Such companies are usually too small to employ a public relations staff, and sometimes information is not readily available. It is the job of OTC NewsAlert to supply you with "missing" information.

Despite the large number of NASDAQ companies, news about them is often difficult to obtain, Raskin says, because they are usually small. "We provide cradle-to-grave coverage," she says. "Everything from news releases, news from the wires and SEC filings.

You can track the performance of companies."

#### What is news?

To the thousands of reporters and editors at The Associated Press, United Press International, and *The Washington Post*, it's general information conveyed quickly and efficiently.

The nebulous and often undefinable quality of immediacy became all too clear twice last year. After the October 17 earthquake in San Francisco, CompuServe gave all members online earthquake assistance by setting up an earthquake clipping folder through ENS. This file was accessible through ENS and by a special non-Executive Service clipping folder designed to act as an information clearinghouse. And, after the overthrow of Manuel Noriega last December, a Panama clipping file was quickly established. Both files provided news to those who wanted to get their hands on any shred of information emanating from the action zones—especially

NewsGrid offers two ways to view its reports:

**Scanning the headlines** of top stories as selected and prioritized by Comtex editors.

#### Searching the database by keyword.

All NewsGrid stories dating back seven days are in the database. NewsGrid editors assign each story five to 10 keywords. NewsGrid automatically searches for keywords that begin with the string of letters you specified. This will be indicated by an asterisk (\*) succeeding the word when it is redisplayed to you. To instruct NewsGrid to match only on the exact word or string you specified, end your keyword with an exclamation point (!). For instance, if you type CAT at the search prompt, the system will look for keywords that begin with those three letters. However, if you enter CAT!, it will look only for the keyword "cat."

Some sample keyword categories include:

Proper Names	Country Names
Regions of the World	Industry Names
Ticker Symbols	Sports
Feature	Election
Capitol	Annual Report
Earnings	Market
Weather	

## Scanned Goods

For a quick update on the hour's top news sorted by subject and provider, try the SCAN CURRENT command at the first ENS prompt. Example: by typing SCAN CURRENT UPS at the initial ENS prompt, you can create a dynamic

menu of breaking news from the United Press International Sports Wire. The same command followed by APF would yield top financial stories from the Associated Press. Following are the available ENS news wires and respective SCAN codes:

SCAN CODE	NEWSWIRES SCANNED	SCAN CODE	NEWSWIRES SCANNED
UPN	UPI US & World	UPMA	Mid-Atlantic region (Kentucky, Maryland, Ohio, Pennsylvania, Virginia, West Virginia, New Jersey and Delaware)
UPS	UPI Sports	UPWE	Western region (Arizona, California, Hawaii, Idaho, Nevada, Montana, South Dakota, Oregon, Utah and Washington)
UPF	UPI Financial	APN	National, International, Entertainment and General News
UPSE	Southeast region (Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee)	APS	Sports
UPNE	Northeast region (Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Vermont and Rhode Island)	APF	Financial
UPCE	Central region (Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, Wisconsin and North Dakota)	WP	The Washington Post
UPSW	Southwest region (Arkansas, Colorado, Kansas, Louisiana, Missouri, New Mexico, Oklahoma, Texas and Wyoming)	RT	Reuters' Financial Wire
		OT	OTC NewsAlert
		ALL	All news wires available

## Getting Down to Business News

Certainly one of the pillars of CompuServe's news lineup is the business fare, and here's a brief GO command summary of what you'll find on the service:

**GO ENS** for general and specialized business news from the Executive News Service. Set your clipping folder to monitor the companies of your choice (see page 14, 'Searchable News' if you don't know how) and help yourself to B-news from AP, UPI, Reuters, OTC NewsAlert and *The Washington Post*. The focus of Reuters' Financial Report is national and international markets, while OTC NewsAlert reports on news about companies whose stock is traded over-the-counter.

**GO BUSNEWS** and discover a variety of business/financial news services, including The Business Wire (GO TBW), which relays daily press releases and other information about companies.

**GO NEWSGRID** for business news and stock market updates.

**GO FINANCE** and browse an eight-item menu brimming with in-depth information and tips about personal investments.

**GO APV** and select menu Option 8 for hourly business updates from AP.

**Type QUO** and a company ticker symbol at any prompt and get the latest 15-minute delay stock quote on that company. If you don't know the company's ticker symbol, type **GO SYMBOLS** at any prompt. If you want to know more than just the latest stock price of a company, take advantage of the "Search by Ticker" service on the Executive News Service. Simply enter the ticker symbols of the companies you want to follow, and ENS will collect stories about those companies for 24 hours.

important to those with friends and family in those areas.

"We plan to do more special clipping folders for major news events as the need arises," says CompuServe's Kent. He notes that the folders were well received and improved responsiveness of the service by avoiding the need for members to create their own clipping folders on the same subject.

The Associated Press and *The Washington Post* share the perhaps traditional view of news: that it is general and flexible in nature.

"We provide a very broad news report that is of interest to a wide variety of people," says Chris Pederson, sales manager of AP's information services. As many as 1,500 stories a day appear in AP's ENS US and world, sports and financial categories. Nearly 300 more stories a day are available through AP Online (GO APV), a general-interest online news service presented in a friendly home newspaper format and available outside of ENS.

Readers of *The Washington Post* can tap into the morning paper through Option 7 on ENS. The only newspaper to offer an online version through ENS, *The Post* sends users about 50 stories a day from its first, or Capital, edition. Content of the online version includes all stories that appear in the newspaper's daily news and financial sections, and top stories from other sections, says Ed Roberts, manager of the paper's New Media Center.

Even a turbo-charged fleet of trucks and carriers can't compete with this ENS option. The online version of *The Post* gets to users across the country by 2 or 3 a.m.—even before many Washington-area readers get the first edition of the paper.

UPI, which joined ENS last summer, is divided into nine categories on ENS, and focuses on news by region. The user who accesses that wire service may select from "US and World," "Sports," "Financial" and from six regional reports across the country.

It is the divisions and the ability of users to pinpoint regions that saves time, says Bob Schwartz, director of product development for Comtex Scientific Corp., which provides UPI online. "One of the true advantages of UPI is its wide variety in coverage of stories," he says. All the news is not available only over ENS. Like AP, several other ENS providers offer less in-depth versions of stories at basic connect-time charges.

NewsGrid (GO NEWSGRID) is a broad-based news service compiled from major international newswires, with an emphasis on business news, says Raskin of Comtex, NewsGrid's provider. NewsGrid provides real-time updates of top stories and periodic stock market updates, and allows users to conduct keyword searches of stories sent within the last seven days.

### What is news?

Those who follow technology and the mass media seem to think that the more things change, the more they stay the same. More newspapers will continue to fold

## Pass the Meatloaf, Please

"Meat and potatoes" news—general news, weather and sports—is generously supplied and easily accessible to CompuServers:

**Today's News:** In addition to ENS and its powerful clipping service, you can obtain a quick, inexpensive read of the world's current events from AP Online, a non-surcharged product accessible to all CompuServe members. Type **GO APV** and select Option 1 for the hour's top stories, Option 2 for the nation's weather, Option 3 for national news, Option 4 for Washington, D.C., "inside the Beltway" news and Option 5 for world news. There are also menu choices for political news, business news and Wall Street updates. Also, a respectable lineup of US and world news with a strong business accent can be had from Comtex's NewsGrid (GO NEWSGRID).

**Weather:** Type **WEATHER** at any prompt and get your short-term local forecast from the National Weather Service. Type **WEATHER** followed by a city and state (example: SEATTLE, WA) or airport code (SEA) and see today's forecast for the city specified.

Type **GO WEA** to summon several detailed weather options provided by the National Weather Service: short-term and extended forecasts by city or region, severe weather alerts (remember: it's tornado season again in the American South, East and Midwest), state summaries, daily climatological reports, sports and recreation forecasts, marine forecasts and more.

A variety of weather reports and conditions also are available for pilots through the National Weather Service's Aviation Weather (GO AWX). Forecasts and radar summaries are updated continuously.

**Sports:** Type **GO SPORTS** to garner a number of options, including continual updates on sports news, scores and standings through The Associated Press Sports Wire (GO APN, \$15-per-hour surcharge). The sports section of AP Online (GO APV-5, no surcharge) also provides updated sports information.

Detailed sports information is always available from AP through the Executive News Service, as is, of course, the clipping capability of that service. So, type **CLEVELAND + INDIANS + LOSE** as your search phrase and watch the file fill up.

Also: don't miss the Sports Forum (GO FANS) and forums on outdoor sports, motor sports, sailing and scuba.

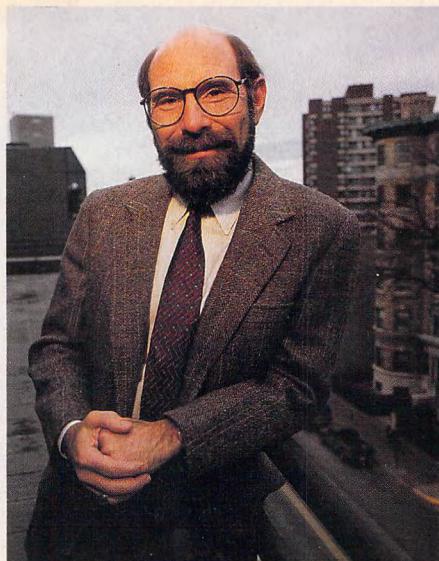
**Computer News:** One thing CompuServers have in common is a computer. Many share an interest in computer news as well. You'll find it in CompuServe's own *Online Today*, which is updated several times daily, 365 days a year and brought to you by the staff of *CompuServe Magazine*. Type **GO OLT** for "Page One" of this news magazine, **GO OLT-90** for today's computer industry news and **GO OLT-50** for CompuServe news.

or merge, and more news will be available online. That online news will arrive at a faster pace and become less expensive to access is a given, some believe. At the same time, newspapers and broadcast outlets will thrive and continue to provide certain types of news.

Benjamin Compaine, a communications expert with the Cambridge, Mass.-based Samara Associates, believes that anything in the information business will be cheaper and faster in the 1990s. "Anything silicon-based will bring costs down," he says. Fiber optics, he believes, also will reduce the price of transmitting news.

But based on past research, it is unlikely the 1990s will see online news sources replace offline ones. Instead, readers, viewers and users will simply match the news source with the type of news they desire.

Studies conducted by Lucinda Davenport, an assistant professor of journalism at Michigan State University and a specialist in



CHRISTOPHER HARTING

#### Information will be cheaper, faster: Compaine

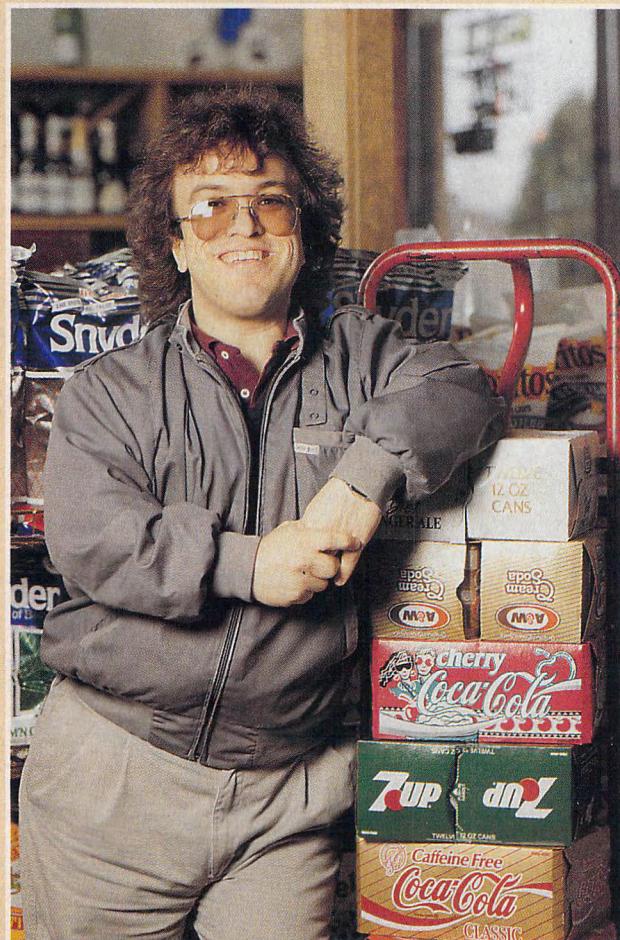
mass media and technology, indicate that even regular online news consumers have not given up their morning newspaper or evening television news broadcasts.

Those who get news online say the time-

liness of that news—hourly updates of breaking news, for instance—appeals to them, as do online searching capabilities. But many also say they rely on newspapers for other types of news and features, particularly for a local bent. Online and offline news sources should complement each other, according to survey respondents.

Davenport's research also shows that the use of online databases by journalists improves the quality of reporting. "Journalists won't have to make general statements without backing them up (with data)," she says. "More journalists are learning that computerized databases yield a wealth of information, such as public records that are not available offline or that are just too unwieldy to deal with offline."

More professional organizations of journalism educators and reporters and editors are conducting professional seminars and workshops on the use of computerized databases and their effect on coverage, she says.



THOS. HOGAN

#### Online research gives him control: Greenzalis

## Discovering Carryout News

### Tom Greenzalis

You might say Tom Greenzalis' introduction to online news services was job-related.

Greenzalis is a telephone operator, so he was naturally aware that many people in his hometown of Columbus, Ohio, used phone lines to access CompuServe.

Even as he moonlighted as a clerk at a drive-through carry-out store, he still couldn't avoid CompuServe. Many of his customers talked about it and the services it offered. The carry-out is located next to CompuServe's main headquarters in Columbus.

All of this exposure to online news services led him to buy his own computer. "The first thing I said I'd do would be to buy a CompuServe kit," he says.

For about three years, Greenzalis has used CompuServe's news services to follow news of companies in which he has a financial interest. Although Greenzalis' brother is a stockbroker, Greenzalis likes to review business news himself to get a "second opinion" before investing. "It gives me a little more control," he says.

He also goes online to get the latest sports information. He is partial to NewsGrid (GO NEWSGRID), which allows him to do keyword searches for issues in the news, and to AP Sports (GO APV), where he can get late-breaking sports news and scores.

—MSG

It's unlikely the '90s will see online news sources replace offline ones. Readers, viewers and users will simply match the news source with the type of news they desire.



#### What is news?

In 1990, it's whatever you, the reader, say it is.

But, to those of you who might be tempted to predict that printed media can't compete with the new technology, ponder this: You can't comfortably read an online news service while sitting in the bathtub—yet.

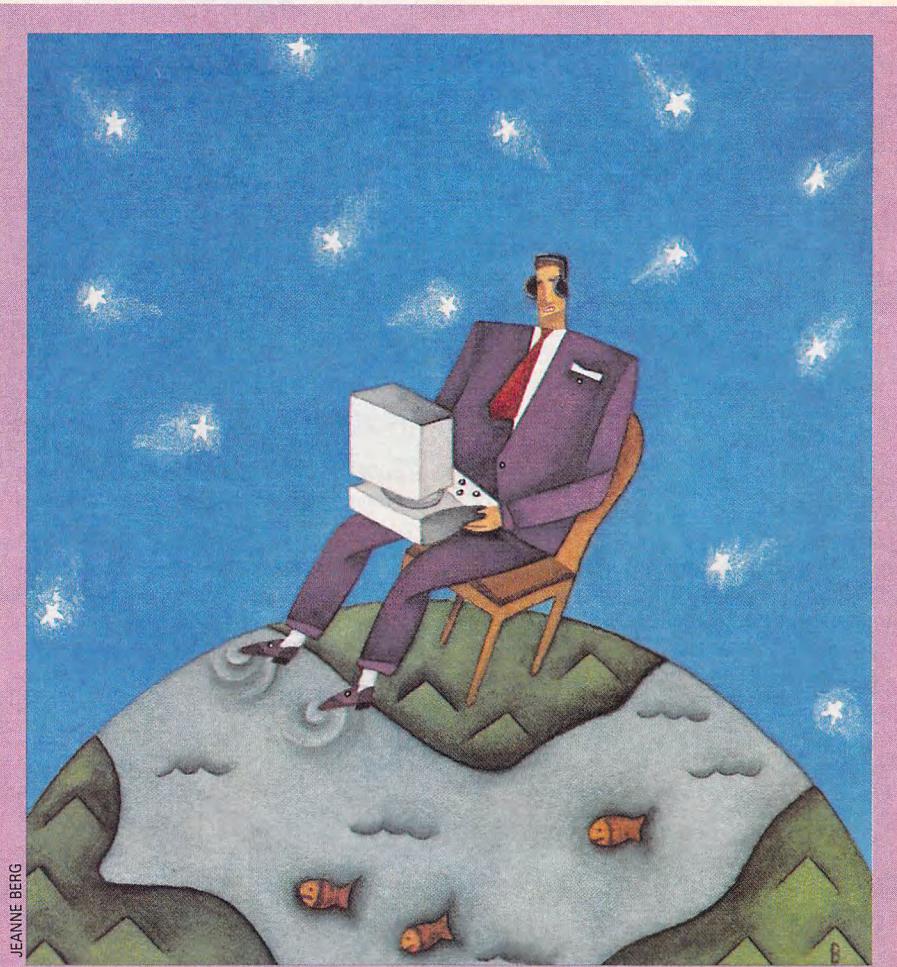
*Marilyn Greenwald is a free-lance writer and assistant professor of journalism at the E.W. Scripps School of Journalism, Ohio University. Her CompuServe User ID number is 70006.2066.*

## National Newspaper Index Special Offer

Want the news from a prestigious newspaper's perspective?

IQuest's National Newspaper Index (GO IQUEST) is an indispensable source for articles appearing in prominent US newspapers, including *The Wall Street Journal*, *The New York Times* and *The Christian Science Monitor*. You can search for articles by topic, names and publication dates to receive listings containing the specific newspaper, date and page reference.

During April, users will receive a \$4.50 IQuest usage credit for every \$9 search performed on National Newspaper Index. To access, enter GO IQUEST and select Option 4, "Access IQuest." For more information about the promotion, select Option 5, "National Newspaper Index Savings in April" from the IQuest menu.



## Are We Becoming Global Village Vidiots?

The clipping capabilities of the Executive News Service save users time while giving them specific information tailored to personal needs and priorities.

But can such tailor-made news create a breed of users who are fed only by phosphor tubes, and are well-informed in one or two specific areas but ignorant about everything else in the world around them? Will such a service give users the news they want but not the news they may need?

Not likely, say two experts in technology and communication.

Lucinda Davenport, an assistant professor of journalism at Michigan State University, has conducted research into the effects of technology on the news media and their audiences. That research indicates it is unlikely that the use of online clipping services will create news "isolationists" or "vidiots."

"The type of people who use them (online news services such as ENS) like to be informed," Davenport says. The need to be well-rounded and to know what's going on around them in all areas is ingrained in most online news consumers, she believes.

Benjamin Compaine, a communication specialist with Samara Associates in Cambridge, Mass., says that many online news consumers have for years combined use of computers and newspapers to get their news with no ill effects.

"Newspapers have been supplanted for news for some time now," he says. It is not unusual for many online news consumers to get late-breaking news from their computers, while using their newspapers for interpretation, color commentary and in-depth reporting on issues. "It might be difficult to convey online something like the pervasiveness of drugs in a small town," a story better suited for newspapers or television. "Even in sports reporting, there's little play-by-play about the games (in newspapers)," says Compaine. "Instead, you get the color and the feeling."

Davenport, like Compaine, believes that online news services and newspapers fulfill different needs, but "to most people, news is still news, whatever the medium."

—MSG

# CM Editor's Choice for Fun News

Okay, okay. Maybe you don't eyeball the ceiling at night worrying about the prime lending rate, the greenhouse effect or the gaping hole in the ozone layer that will eventually riddle your poured-out flesh with monstrous melanomas and utterly destroy civilization as we know it.

What you want is *fun news*. The stuff that doesn't exactly have dramatic effects on the world, but somehow makes it worth putting your blue scuffies to the floor every morning: Did Bette Midler really have an inferiority complex as a child? Will Hope Steadman on *thirtysomething* return to work full-time? (And, could it be the painful weight of those heavy, hideous earrings that causes her to whine so much?)

Not all online news services are serious all the time. Some are willing to give you a few laughs or a bit of gossip. News like this is available from CompuServe's "Entertainment News" menu (GO ENTNEWS). Some samples of this lite fare follow:

**Hollywood Hotline (GO HOLLYWOOD).** This is the granddaddy of Fun News on CompuServe. Editor Eliot Stein

serves up entertainment news (sans the cloying talking heads), movie reviews, celebrity interviews, soap opera updates, current TV show and movie ratings and, well . . . you get the picture. After you've pumped up with entertainment info (there's even an entertainment encyclopedia), try your hand at *Showbiz-Quiz*—maybe a *Twilight Zone* or *Star Trek* trivia test. Or how about The Frank Sinatra Challenge? The mind boggles.

**Rocknet (GO ROCK).** As the Rocknet people say, they're "committed to delivering the latest, most accurate info in the world of rock and roll." If you access Rocknet on the anniversary of Jimi Hendrix's birthday, you might discover a brief biography of him. In the gossip section, you'd learn that

Bette Midler did indeed have a tough childhood. Rocknet offers late-breaking music news, backstage chatter/gossip, record and video hit lists, rock radio news, and a forum where musicians, DJs and recording industry biggies have been known to hang out.

**Magill Survey of Cinema (GO**

**MAGILL).** Magill's is a database that allows viewers to retrieve information about current and past films based on searches by title, topic, character and actor. If, for example, you keyed in Sylvester Stallone's name, you'd get a list of all his films, yo. If you want more information about one of them, you can call up a brief

summary that includes such aspects of the film as cast, running time, synopsis of the plot (if any), and so on. Surcharges are \$2 for up to 10 titles, \$2 for additional titles up to 10, and \$2 for the complete text of information.

**Soap Opera Summaries (GO SOAP).** Your kid stuffed a Mutant Ninja Turtle into the VCR and you can't tape your to-die-for soap. @#\*&! Don't worry and don't steam little Jason or Jennifer on the half-shell; Soap Opera Summaries will tell you what you missed. It's the next best thing to watching it, kind of. Also available are summaries of nighttime "soaps" such as *L.A. Law* and *thirtysomething*, information about actors on these shows and plotlines from several previous weeks. Soap

## Do This Instead of Remodeling Your House

While the Executive News Service offers users a clipping service that finds and saves desired stories, another of CompuServe's online news services saves the entire newspaper.

Through the Newspaper Library (GO NEWSLIB), CompuServe subscribers can have on file each day 40 major newspapers from across the country without the added bother and mess of storing 9.65 billion tons of newsprint about the home or office.

You're first prompted for the name of the desired newspaper from the list of 40 available (as of this writing). After you choose a newspaper and key in a word or phrase describing the desired topic, a prompt for the desired year appears.

Newspaper Library searches for stories on the subject and presents you with a list of headlines corresponding to your request. From there, you can call up the text of the desired stories.

Example: a user in Columbus, Ohio, wants to learn more about the development of downtown's City Center retail complex. After seeing the initial menu of available newspapers, she selects the local newspaper and is asked for keywords.

Upon entering "City Center" she learns there are 34 stories on the subject dating back to 1987. She elects to review the most recent stories and is presented with headlines from 10 of these stories. She then has the option of seeing more headlines in groups of 10 or of viewing the entire text of any of the 10 currently displayed. (In addition to the text of the story, information appears identifying the location of that story in the newspaper by section and page, reporter or news story source, edition and length.) She can also elect to begin a new search.

Surcharges for Newspaper Library are \$3 per search for 10 headlines and \$3 for each full-text story.

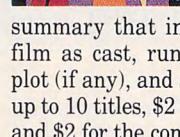
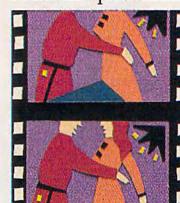
Opera Summaries carries a \$6 per hour surcharge. Just look at it as a few extra cents *something* per minute. But, hey, it's worth it to find out if *The Young and the Restless'* Katherine Chancellor Sterling can overpower her Doublemint Twin from Hell.

**TV News/Information Transcripts (GO TRANSCRIPT).** Ever wonder why Sally Jessy Raphael doesn't get a real name? So do we. Though you can't find the answer to

that puzzler online, you can order complete transcripts for her show and more than 30 other news and talk shows from Journal Graphics (for details, see story on page 20).

**Today in History (GO APV).** Ever wonder what happened on this date 50 years ago? Neither do we. But should the urge strike, you can fetch such

information on AP Online's "Today in History" feature, which just goes to show you that you can get just about anything online. By choosing Option 12 on the APV main menu, you can find two or three interesting "Today in History" tidbits. Also provided are the previous day's listings.



ILLUSTRATIONS BY ANDREA EBERBACH

# Order Up Oprah



DON VANDERBEEK

## ► Get news/talk show transcripts direct from Journal Graphics.

At one time, unscripted television shows were filmed or taped, and then filed away in a back room on a dust-covered shelf.

When Ted Koppel was nightly beamed into our livingrooms to update the nation on the Iranian hostage crisis, or when the slimmer Oprah Winfrey unveiled her dietary habits before millions or Meryl Streep appeared on *Donahue* to warn about the dangers of pesticides, these moments were watched and then, for the most part, forgotten.

Jim Smith, president of Journal Graphics Inc., realized a chronicle of news and a large slice of American culture was "floating off into the ether." He began transcribing news programs, talk shows, documentaries and specials, and providing written versions of the shows through his New York firm.

For years, announcers have been informing the viewing audience that written transcripts of shows such as *60 Minutes*, *Bill Moyers' Journal* or *This Week with David Brinkley* are available by writing or calling Journal Graphics.

These announcers are now adding a new tag line that says, "Transcripts are also available through CompuServe." CompuServe subscribers can search for topics of interest using categories of programs, the show's airdate or a specific topic (see box).

"If you order a transcript through CompuServe, you get our 'rush' service. It is received by us the same day and goes out that night by first-class mail. You could get it within a week, depending on the US Postal Service," Smith says.

The transcripts resemble a play with the airdate, topic and commentators clearly identified.

"At a newspaper, a journalist researching a topic such as AIDS can go to the 'clip file' and research newspaper clips or microfilm. But if you missed a show, you missed a show. What we offer are video clip files in a written form, making them usable for research," Smith says.

Journalists are not the only people interested in the transcripts. Business professionals may want transcripts of *Business World*, *Adam Smith's Money World* or *The Wall Street Journal Report*. Students working on research papers can turn to written outlines

of *NOVA*, *Bookmark* or *Bodywatch*. Consumers may decide to take a closer look at transcripts from *48 Hours*, *Sally Jesse Raphael* or *Washington Week in Review*.

Journal Graphics transcribes eight daily programs, 19 weekly shows and a host of network, cable and PBS specials. The firm's library of transcripts date back to a program's first airing in most cases, Smith says.

"In the future, we hope to provide a transcript online. We're easing into it by first doing the index online," Smith says. ◀

—Dennis Willard

## FEATURE

### GO TRANSCRIPT, Get Geraldo

For access to highlights of transcripts from television shows ranging from *The Oprah Winfrey Show* to *The Wall Street Journal Report*, type GO TRANSCRIPT. The new online service provided by Journal Graphics Inc. of New York is simple to use.

An introductory area explains how to order (through electronic mail or by facsimile), the cost and where to contact Journal Graphics.

Before ordering, you need to find a particular program or scan a specific topic. This is accomplished by searching:

**Show name.** Programs are categorized under such headings as talk shows, news magazines and specials, and then broken down into specific shows within a category. You will find *Geraldo*, *Donahue* and *Sally Jesse Raphael*, for example, within the talk show category.

**Show date.** This specifies when a particular program aired on television. It is not especially efficient in making broad searches for topics or programs, but the show date can assist in pinpointing a time period or finding a certain program.

**Topic.** Transcripts involving specific issues can be found by searching for a topic such as AIDS, abortion or South Africa. If you have problems finding a topic, type LIST at the prompt for a complete list of all topics.

Some topics may yield more than 100 transcripts. When this occurs, you can narrow your topic before listing the show information.

In narrowing a search by show, airdate or topic, you can read brief descriptions of a program's contents, including the names of guests and a synopsis of the discussion.

When you want a full transcript, select the show from the menu and type O to order. The transcript will be mailed to you for \$10, which will be added to your CompuServe bill. Annual subscriptions for individual shows also are available.

There's also a comments section where you can ask questions or make remarks about the service.



# 250,002

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## INTRODUCTORY OFFER: 3 MONTHS FOR ONLY \$1

# Computer Arts & Entertainment

## ► Picture this: A one-stop shop for publication clip art, fun pix and computer graphics support.

If you're looking for something to liven up the company newsletter, there's no better place to find it than in the graphics forums. Anchored by the Graphics Support Forum, the network recently expanded to five forums, including a beginner's graphics tutorial (Introduction to Graphics), and reorganized to accommodate its growing membership.

Desktop publishers will find clip-art image files in the Clip Art Library (Library 13) of the Graphics Support Forum, along with specialized conversion programs in the Desktop Publishing Library (Library 12). Dozens more clip-art files, which you can download and import into your publication, are now located in the new Computer Art Forum. The other three forums are the Art Gallery Forum, the Quick Pictures Forum and the new Graphics Corner Forum (see box, page 23).

"We've added two new forums, Graphics Corner and the Computer Art Forum, as ways to further define and sort the images that were previously stored in the Art Gallery Forum, the Picture Support Forum and the Quick Pictures Forum," says Susan Glover, associate product marketing specialist.

"The Computer Art Forum contains only pictures generated by a paint program on a computer," Glover explains. "As a result of a recent reorganization, the Art Gallery Forum is now used exclusively for the display of famous artwork. The Graphics Corner Forum is for GIF graphics and for discussions about high-end graphic images. The Graphics Support Forum contains programs and help files, and the Quick Pictures Forum contains libraries of GIF and RLE images."

Although forums within the graphics area are accessible with direct GO commands, Glover recommends that beginners

start by typing GO GRAPHICS and reading Option 1, a new display called "Introduction to Graphics," which provides a description of current forums, along with a layout and overview of each. Also included is a description of graphics products, with particular emphasis on CompuServe's GIF graphics (files compressed to allow faster downloading and to enable different brands of computers to display them).

Other sections that can be viewed from Option 1 include a tutorial area on using graphics and "Graphics and Your Computer," which provides specifics on hardware and software necessary to view online images.

## An Overview of the Forums

The cornerstone of the forum network's reorganization is the Art Gallery Forum (GO GALLERY), whose libraries now house a collection of GIF images of fine art reproductions. Forum Administrator Larry Wood and his staff intend to build that collection with art works from a variety of galleries and museums throughout the world. "This is the place to educate yourself or your children, to shop for original art, or simply to enjoy the pleasures of viewing fine art," says Wood.

The new Computer Art Forum (GO COMART) differs from the Art Gallery Forum in that its images were created by or on a computer by using popular paint programs. Here's where you'll find, among other things, mathematically generated images called fractals. This forum's libraries are filled with thousands of GIF images, from two-color cartoons to fascinating fractals.

The Graphics Corner Forum (GO CORNER) is set up for high-resolution digitized or scanned images of up to 256 colors that Wood says will amaze and delight you. Since these are normally very large files, Wood and his staff delegated smaller, lower-resolution images to the Quick Pictures Forum (GO QPICS). For programs and help files, see the Graphics Support Forum (GO PICS).

## All Forums Welcome Novices

Wood emphasizes that the many decoder and converter programs now available allow

## COMPUTING SERVICES

**CM's Computing Services Credo:** For those who call out for advice, answers, even mere companionship in a discomfiting computer world, we throw you the online rope that connects to the main. No man is an island unto himself. Herein the Control-G tolls for thee.

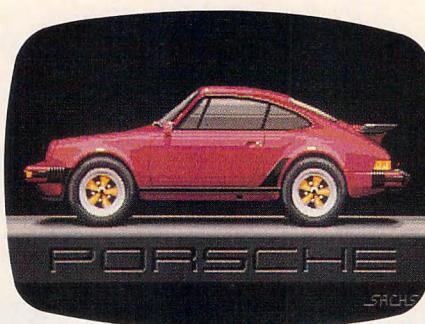
### ▼ A Gallery of Graphics

▼  
Xerox Xerox Xerox  
Does More Than  
Copy Copy Copy  
page 25

▼  
A PC Week Home  
Companion, page 27



View fine art: Wood



graphic images to be viewed on virtually any computer. He and the active members of the five graphics forums are ready and willing to answer questions from beginners and veterans alike.

Wood invites novices to drop by and chat at a regularly scheduled beginner's conference held at 10 p.m. (EST) on Thursdays in

the Graphics Support Forum, Conference Room 18 ("The Family Room"). He adds that his aim is to make the graphics forums available and accessible to everyone. After all, says Wood, "a novice is just a beginning expert."

*Pat Soberanis is a free-lance writer based in San Francisco. Her User ID number is 76004,2341.*

## Before You Go Online...

If you're a newcomer to the world of online computer graphics, you can use the following as an introduction and road map.

**Before you go online**, it's best to research and jot down some of your hardware specifications, such as the type and brand of graphics board (if any) you have, the resolution of your monitor (e.g., 640 by 480), and the number of colors your board and monitor support. You also will want to check your communications software manual for the error-checking protocol it uses when receiving ("downloading") files from CompuServe.

**To create computer art** or view the masterpieces of others, type GO PIC-1. The instructions in this group of tutorials, will enable you to, among other things, download and view a CompuServe graphic in one sitting.

**If you've never downloaded** files, choose the "Using a Forum" option from the main menu, then select "Library File Transferring." Pick your computer type from the menu.

**Files with the ARC** (for "archive") extension are in a format that compresses several files into one. An ARC file must be downloaded and "unpacked" (using extractor software) before the files it contains can be used. Once files for a software program are separated, look for a file name with the DOC extension ("documentation") for instructions. (For an ARC tutorial, check the Forum Information Library, Library 1, of

the Graphics Support Forum for ARC.TXT.)

**From the Introduction menu**, choose "Graphics and Your Computer" for directions on downloading and viewing a graphic. Next, select your computer type. The tutorial will take you through each step of downloading and decoding (for viewing) a graphic image.

**To use a graphic** in a newsletter, you'll have to convert CompuServe's GIF format to one your desktop software recognizes, often converting the color GIF to black and white while you're at it.

**IBM users with a monochrome** monitor and MCGA graphics board, for instance, will find GIFPUB.ARC an easy way to convert a color GIF graphics file, to a black-and-white PCX format, which Xerox Ventura and other desktop publishing software support. Once you've done the conversion, you can import a scene into your newsletter and place it, size it and crop it.

**Now you're ready to tap into** that collection of clip art in the graphics forums—almost. Most clip art images were drawn in black and white. (In the image file descriptions, you'll see a set of three numbers; for example, 640 by 480 by 2. The last number indicates the number of colors in the original.) But GIFPUB.ARC is designed for converting color GIF files to black-and-white PCX files. To convert black-and-white GIF to black and white PCX, check with a graphics forum administrator, or check PROGS.IBM in Library 1 of the Picture Support Forum.

## Art for Art's Sake

Whether you're an artist or an art lover, or a graphics or computer-art buff, you'll find a home in the Graphics Network where there are five newly reorganized graphics forums.

### Introduction (GO PIC-1)

Don't get lost, get introduced! Start with "Using This Tutorial Area," then move on to descriptions of all five forums ("Overview"), and instructions on how to download (choose "Using a Forum," then "The Library File Transferring"), and how to decode the CompuServe graphics (choose "Graphics and Your Computer").

### Graphics Support Forum (GO PICS)

More introduction—and support! This forum's General Announcement (choose "Announcements") takes you by the hand through the wilderness of downloading, decoding and converting online graphics files. Library 3 contains the decoders and encoders you'll need to take full advantage of the Graphic Network's offerings; CONF.TXT in Library 1 will guide you on conferencing; and there's a wide variety of graphics files available in other libraries here.

### Art Gallery Forum (GO GALLERY)

The heart and soul of the graphics forums, the Art Gallery and its staff are busy collecting scanned images of paintings and other art works from galleries and museums the world over. Subjects range from portraits to panoramas to posters, and you are welcome to contemplate them at your leisure.

### Graphics Corner Forum (GO CORNER)

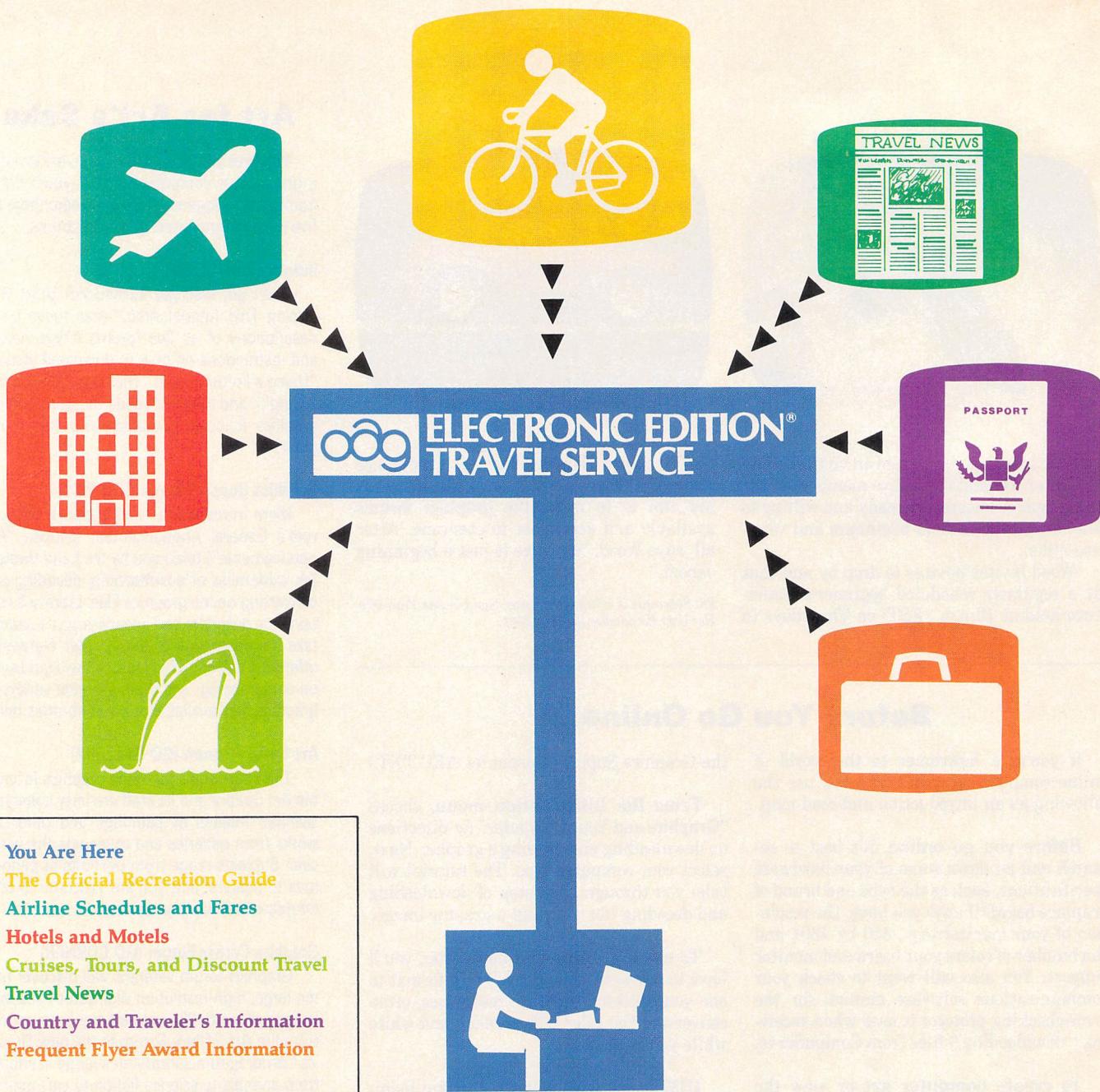
Graphics forum veterans will discover that the large, high-resolution digitized or scanned images of up to 256 colors have been moved from the Art Gallery Forum to the new Graphics Corner Forum. Library files range in subject from animals to science fiction to cartoons.

### Quick Pictures Forum (GO QPIC)

As always, smaller sized, lower resolution files are stored here, with subjects much the same as in the Graphics Corner Forum. Since these are smaller files, more people can access—and, as with all the forums, contribute—to the graphics collection.

### Computer Art Forum (GO COMART)

Fractal enthusiasts can join the "Stone Soup Group" in Library 15 ("Fractals") of this new forum, or just take a look at the brave new world of these mathematically generated images. Since this forum is dedicated to computer generated pictures, it often draws those who want to see what amazing things this new technology can do. But there's plenty of room for us regular folks, too, with libraries for cartoons, landmarks and logos.



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# Copy This: Xerox = Desktop Publishing

## ► Find help for FormBase, the Analyst, Ventura Publisher and more.

If it's Xerox, then it must be photocopying. That's the easy assumption, but Xerox means much more. Which is to say, ask for a Xerox copy these days and you may end up with a copy of FormBase, Ventura Publisher or the Analyst on your desk.

Introduced last October, CompuServe's Xerox Forum supports these products that are produced from two areas of the company: Xerox Special Information Systems and Xerox Desktop Software, which is now a wholly owned subsidiary under the direction of President and Chief Executive Officer Larry Gerhard.

Xerox Desktop Software, since the introduction of its premier product, Ventura Publisher, has expanded its line to include presentation and database software.

"Desktop software is a major market, and now users will see more activity from us in new products and upgrades," says Gerhard. "Much of our product development information will come from the feedback we get from

users. The forum will provide us with specific information for future use."

XDS products supported by the Xerox Forum are Ventura Publisher and FormBase.

Ventura Publisher is the leading desktop publishing software program for the personal computer, holding a 45 percent share of this market. Since the addition of the Professional Extension, the 2.0 update and the network server, the package is compatible with more than 500 products.

Adding another dimension to Xerox Desktop Software's creative document processing products is FormBase, which began shipments last year. "This is a new, emerging market," says Gerhard. "FormBase allows users to create, view and publish their databases through intelligent forms. A database program should be responsive to users' needs without requiring them to be database experts."

With FormBase, existing forms can be modified, along with their underlying databases. By providing a database program with user flexibility, Xerox hopes FormBase will create a new consumer market, the way

Ventura Publisher did in 1987. "We must continue to supply software solutions that allow our customers to manage all of their data, such as text, spreadsheets and graphics, in the simplest way, with complete control and the most flexible results," says Gerhard.

Xerox Desktop Software hopes to become the leading publisher of high-productivity desktop application software by providing unique, total-solution software that is complementary and integrated and that will span all desktop platforms. "Our customers could choose a desktop computer with the assurance that any of our software products can be used to fill data- and image-management requirements," Gerhard says.

The third product supported in the Xerox Forum is the Analyst, an integrated hypermedia information management product designed for a variety of operating systems. After originally developing the product in



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FACTS

1982 for government analysts, Xerox spun off a commercial version in 1986 due to popular demand. The commercial product line consists of the Analyst and its add-ons, the Assistant and Humble, and runs in the Smalltalk-80 environment.

XSIS is a custom systems house that caters to customers in need of uniquely designed, engineered or integrated systems that are difficult to find through commercial distributors.

Users going online through the Xerox Forum will help bring more attention to the commercial benefits of this highly sophisticated product, according to Evelyn Van Orden, product manager for XSIS, Vista Software Products. "The advantages of the Analyst are numerous. It is a general purpose, hypermedia-based information management environment that is portable and intelligent."

Through dialogue on the forum, Van Orden hopes to gain information to guide future product enhancements for a more general audience and to find ways to distribute the product to less-technical users. "Right now," says Van Orden, "the product is used primarily by software developers to create custom applications for vertical markets because of the built-in object-oriented programming capabilities."

The support provided through the forum is as varied as the products used with Xerox Desktop Software. Philip Graham, forum manager, has seen how effective the forum has been in providing applications support. "Online messages often provide excellent solutions to problems. Our technical support people cannot use our products under all of the configurations available. But out there is a user who has been doing what you're trying to do."

Graham has started improvements to the forum in response to user needs. "We want more input from software developers," he says.

Graham also is working to offer more topic-oriented conferences. Value-added partners, utilities writers and hardware manufacturers would be invited to participate, he says.

"I also want to expand our libraries carefully, ensuring that what is contained in them is valuable," says Graham. "We will probably be adding more information on utilities, shareware, freeware as well as sample documents."

Graham sees a benefit to Xerox: immediate online support for new upgrades, such as Ventura Publisher for Microsoft Windows and the OS/2 operating system.

Sysops for the supported products under the Xerox Forum are Mike Phillips, Ventura Publisher; Robert Guyton, FormBase; and Lorraine Kiewiet, the Analyst.

To visit the forum, type GO XEROX.

Pat Becker is a free-lance writer based in Northridge, Calif.

## GO XEROX and Get Started

With the Xerox Forum, Ventura Publisher users now have online support of their very own, and information managers in general will find new products to help them massage the mountains of data that flow across their desks daily.

**Ventura Publisher and Enhancements Library 2:** Need to create a business reply postcard? Check out POSTAG.ZIP/B. Have a WYSIWYG problem? See VAPP08.EXE/B. And if your question isn't listed in "Questions and Answers: Index" (QAINDX.ZIP/B), you can leave a message in the Ventura Apps section. That's where you can ask about the following Ventura Publisher upgrades and enhancements (see VPCOMD.TXT/A in Library 1 for announcement of the VP-plus-enhancements bundle due out this spring):

**Upgrade 2.0** — Has over 250 help menus, and allows imports from over 500 text and graphics programs, up to 300 pages or so in each chapter, and up to 128 chapters per document, along with its original capabilities.

**Professional Extension** — Provides EMS support (see VAPP03.ZIP/B) for creating large documents; cross-referencing of pages, chapters, figures, tables, and more; generation of complex equations and tables; and a 130,000-word hyphenation dictionary, among other features.

**Network Server** — A centralized, server-based version of Ventura Publisher that allows many people to integrate their work into one document via a local area network.

**FormBase Library 3:** This program combines forms creation and database management. That means you can design a form, such as for customers' payment histories, and then generate completed forms using your customer database, all in one sitting. Online, there's templates to get you started, including ones for accounting (ACOUNT.ZIP/B), calculating loans (LOAN.ZIP/B), and checkbook and statement upkeep (CKBOOK.ZIP/B). There's an introduction in INTRO.TXT/A, questions and answers in INFO1.TXT/A, and a "rolling demo" in XFDEMO.ZIP/B.

**The Analyst and Enhancements Library 4:** It's back to the future with the Analyst, a Smalltalk-80 based program that combines object-oriented hypermedia with integrated applications, including word processing, desktop publishing, forms, business graphics, spreadsheets, outlines, personal databases, maps and images, clocks, and PostScript printing. Data resources stored in any combination of these applications are organized in the Information Center, the "hub" of the Analyst, which then creates, prints, and stores documents consisting of formatted text, spreadsheets, charts, maps, and illustrations. Ask about the Analyst and the following enhancements in Message Section 4:

**The Assistant** — A rule-based information reorganization tool.

**Humble** — An expert system shell.

—Pat Soberanis



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by Mike Pietruk

## Ziff-Davis Launches *PC Week Extra!*

### ► A *PC Week* companion publication just for CompuServe members.

Ziff-Davis, a major publisher of computer periodicals, was one of the first to realize the potential of going online. Its pioneering effort, PC MagNet (GO PCMAGNET), offers *PC Magazine* readers, in a series of forums, a platform of communication between each other and the staff of the magazine.

Last year, Ziff-Davis added a second service, Computer Library (GO COMPLIB), a complete reference resource on the computer industry, and Computer Directory, a database of 55,000 summaries of products available in the United States.

Most recently, *PC Week Extra!* (GO PCWEEK) was introduced on CompuServe. *PC Week Extra!* is an outreach of *PC Week* newspaper, which is read by 200,000 volume purchasers of IBM and Macintosh microcomputer products. The new service is actually two services: a searchable database and a forum, according to Richard Stromer, director of research and online services at *PC Week*.

"The database is not intended to supplant the newspaper but to supplement and complement it," says Stromer. "We anticipate that the majority of our subscribers will still prefer to view the charts in the hard-copy format. We, however, are pleased that, for the first time, we can make available this sought-after data to everyone, regardless of whether they qualify for a *PC Week* subscription."

The main focus will be on the searchable product and vendor database. Says Stromer: "At *PC Week*, we collect all kinds of data in putting together our comprehensive buyer's guides and reviews. If the reader failed to save back issues, it would have been virtually impossible to retrieve the data. Even if the paper was saved, it would mean laboriously thumbing through back issues."

With *PC Week Extra!*, Ziff-Davis is making available to its readers and CompuServe

members the files and data that constitute its guides and reviews. Since *PC Week* is a controlled, limited-circulation newspaper, many people who might benefit from its gain access.

As a result, scans can be initiated by product name, characteristic or type. For example, if you searched for information on a 9600-baud modem, you would be shown a collection of product announcements, news items about particular modem models and a recent buyer's guide—all of which initially appeared in the pages of *PC Week*. "We plan to hold data for about a year or until superseded by updated reports," Stromer says.

*PC Week's* staff members upload each week's reports at the same time copies of the print edition are delivered to the post office, making the online version nearly as timely as the full-text print version.

Also of interest to the more than 10,000 CompuServe members who read *PC Week* is the new *PC Week* Corporate Buyers' Forum. Created to meet the specific needs of subscribers and the analysts who serve them, this forum is like none other on CompuServe.

"We schedule in advance the three to four sets of reviews we run each issue," Stromer says. Each set evaluates a series of products in a particular category—hardware, software, connectivity and application development.

"We do a lot of brainstorming to determine what our readers want to know. There's no way we can anticipate every possible application for a product, so all of our technical analysts participate in the forum," he says. "They will inquire as to what people want to learn about specific products and will be seeking users with firsthand experiences for inclusion in the reviews."

*PC Week* Senior Analyst Dale Lewallen is the forum's administrator. "While our primary purpose is to facilitate communications between us and our readers, everyone is welcome to join and participate," he says.

### COMPUTING SERVICES



CHRISTOPHER HARTING

Database supplements newspapers: Stromer

"Our message threads are educational. The give-and-take between analysts and readers should offer insight on the important items to consider in selecting computer-related products." ◀

*Mike Pietruk is a forum administrator of CompuServe's Investors' Forum and an assistant vice president of Preferred Savings & Loan in Chicago. His CompuServe User ID number is 76703,4346.*

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# Plug in Your Portfolio

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You've got to spend a lot of time in due diligence, reference checking and reading between the lines of each prospectus and balance sheet. You've got to study the markets you've bought into; that means reading up on gold mining, Asian history and oat bran. You've got to develop a network of expert advisors whose wisdom extends beyond "buy low, sell high." And pray you never drop your crystal ball.

It's a lot easier with the help of MMS International (GO MMS). A team of more than 50 MMS economists posted at key financial centers worldwide is paid to do exactly the kind of in-depth research and analysis that brings ulcers to the independent investor.

Founded in 1974, the company pioneered the distribution of online economic forecasting. After three straight years on the *Inc.* 500 list of fastest-growing small companies, the firm was purchased in 1989 by McGraw-Hill Inc. MMS advises more than 15,000 clients in the United States and the United Kingdom alone, including most major banks and brokerages worldwide, the US Federal Reserve Board, the US Treasury and the World Bank.

Now MMS' CompuServe menu has expanded to allow the private investor greater access to this same crucial information. (See page 30.)

On a typical day, MMS' New York analysts jump into action while folks on the West Coast are still asleep. "As the market activity starts breaking, I'll be watching a lot of tape to see whether the market is going up, down or sideways," says Bob Walberg, man-

ager of Equity Products. He looks at technical indicators, such as market breadth, a combination of price and number of shares, to determine if there is a sufficient momentum to continue a trend.

"I call a number of traders during the day," he says. "As we track the market, we write commentary every two hours or as needed."

Walberg's specialty is the New York Stock Exchange, though he checks the NASDAQ and other markets. He and other MMS experts write a summary of the day's events and a look ahead at the next day's market.

Walberg worked for a brokerage firm for four years, first as a broker and then as a financial analyst. He also served an economist's apprenticeship with a commercial real estate firm. Since joining MMS two years ago as a stock analyst, he has helped develop a proprietary computer model that aids analysis and forecasting, factoring in items such as momentum and market sentiment.

"Originally our equity analysis was designed as a trader's tool, but we're trying to make it more useful for a small money manager—more for the retail market rather than the institutional investor," he says.

By accessing MMS International, you can review Walberg's reports plus those of experts in foreign exchange and debt markets and other specialties at a cost of \$5 per report.

Madelaine Steller, manager of Database Services, has been charged with ensuring that what the private investor sees on the screen is tailored to his or her needs and not just those of the megabroker. The new MMS online offerings give the small investor the same information and maneuverability as the pros.

She suggests that to manage a personal portfolio, for instance, you'd look at the US Economic Calendar to see what upcoming events might affect the markets. For stocks, the Equity Market Analysis tells what happened in the previous day's trading and previews what is expected to happen tomorrow. You might look at the longer-term forecasts of interest rates in the Debt Market Analysis

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▼  
**Raising Your Dough**

▼  
**MMS Market Analysis Smorgasbord, page 30**

▼  
**Making Private Info Go Public, page 31**



to see if you wanted to switch from stocks to bonds. "If I had large holdings of gold, I'd want to look at that forecast," she says. "If it anticipated metals being down, I might switch out of that asset. I'd look at the stop loss forecasts, which tells me at which point I should buy or sell."

The Weekly Economic Survey solicits the opinions of 100 top economists and dealers. "These are the same people you find in *The Wall Street Journal* every day," she says. "MMS presents their opinions along with our own analysis, which we develop from constant contact with market participants, our proprietary models and directed research."

Quizzing these market participants does more than just provide commentary on what's happening on Wall Street, Steller says. The expectations of the big market players can have a direct impact on the ups and downs of individual stocks and the market as a whole.

"A basic tenet is that what the market is expecting will be factored into its move-

ments," Steller says. For example, if experts think unemployment figures will go up this month, they react in a certain way, based on their expectations. If the reality is different when the figures are released, there will be a market correction.

Access to key data, sound analysis and accurate predictions can help the investor determine what market strategy to implement, she explains. MMS' respected analysis and forecasts give investors the edge in plotting their own investment strategies.

Steller admits that at times even economists realize that successful analysis and market prediction require both academic study and an intangible—the intuition that comes from substantial experience in the market. Putting economic expertise into your disk drive, though, gives you one of the best allies a small investor could ever have.

*Maura Mackowski is a free-lance science and business writer based in St. Louis. Her CompuServe User ID number is 76004,2243.*

## Recommended Stock Portfolio

MMS has developed a new online offering, the Recommended Stock Portfolio. Bob Walberg selects 10 to 20 stocks that offer good growth potential over the intermediate and longer term. As an additional investment tool, Walberg's group works up a Sector Allocation, suggesting what weight in your portfolio should be given to each of the major S&P sectors.

In its first five months of operation, the MMS portfolio outperformed major stock indexes. "Just over one month after our portfolio's inception, the market topped at 2780 and thereafter hit a decline," says Steller. "Everyone went down, but we went down less than anyone else."

Between August 21, 1989, and January 26, 1990, the MMS Recommended Stock Portfolio declined only 3.3 percent while the Dow Jones Industrial Average declined 4.8 percent, the Standard & Poor's 500 declined 5.8 percent and KC Value Line declined 12.1 percent. (Figures are based on a \$10,000 investment in each of the stocks as recommended by the MMS portfolio.)

As the market slid into the Christmas holidays, Walberg predicted a fairly weak first half for 1990, though he expected the slowdown in corporate earnings to bottom out at the start of the third quarter. In the stock market, he liked utilities, energy stocks, gold, consumer staples, Boeing Aircraft and Mobil Oil. On the "bad list" were computer stocks, most retailers, and brokerage and banking stocks.

—MJM

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# Here's What MMS Looks Like...

## 1. Calendar of Economic Events (new).\*

The US Economic Calendar provides historical information and up-to-the-minute forecasts for all major economic and monetary releases.

The Treasury Calendar summarizes T-bill and coupon auctions, including announced sales and predictions of potential offerings.

The Global Critical Events Calendar maps out major speeches, meetings and announcements worldwide that can impact the

financial exchange markets.

**2. Equity Market Analysis (expanded).\*** Equity investors can keep abreast of daily events that may affect their investment portfolios. Timely information and analysis are broadened to include four new subsections that allow users to pinpoint exactly the information needed:

Trend Watch provides long-, intermediate- and short-term trend projections in nine markets.

In MMS DJIA Forecasting Model, analysts forecast the Dow Jones Industrial Average weekly, rating four categories that impact the market's ups and downs: economic environment, technical posture, market psychology and market valuation.

In MMS Recommended Sector Allocation, MMS economists suggest asset weightings for the seven major Standard & Poor's sectors.

MMS Recommended Stock Portfolio has in-house experts pick 10 to 20 stocks offering good growth potential.

**3. Currency Market Analysis (changed).** Now the most time-sensitive commentary is at your fingertips first, and the complexity level increases as you move through the reports. Explanations of some technical pages have been included to allow easier implementation of this information.

**4. Debt Market Analysis (changed).** The same changes have been made in this report.

**5. Monthly Forecasts (new).\*** A detailed record of historical economic and financial data plus MMS International forecasts for economic indicators and key interest rates.

**6. Quarterly Forecasts (new).\*** A longer-term projection of key interest rates and economic indicators.

**7. FEDWATCH.\*** Written and released each Friday afternoon, this bulletin includes information and forecasts focusing on interest rate trends crucial to all investors.

**8. Weekly Economic Survey (new).\*** A snapshot of market expectations based on forecasts of the top 200 dealers, traders and economists. Commentary and quantitative analysis cover at market sentiment concerning upcoming economic indicators, federal policy, key interest rates, foreign exchanges and equities.

**9. Economic Briefing.\*** A quick but detailed look at key statistics such as gross national product, the employment situation and the inflation outlook. The past three quarters' actual figures and projections for the next three quarters are presented.

Asterisks indicate items that can be accessed at no charge. The Equity, Currency and Debt reports are \$5 each for the most current versions, free if you access a previous day's reports.

The Economic and Financial Dictionary, a help feature that will clarify terms to increase user proficiency in the MMS system, will soon be online.

—MMJ

## How can someone you've never met become your best friend?

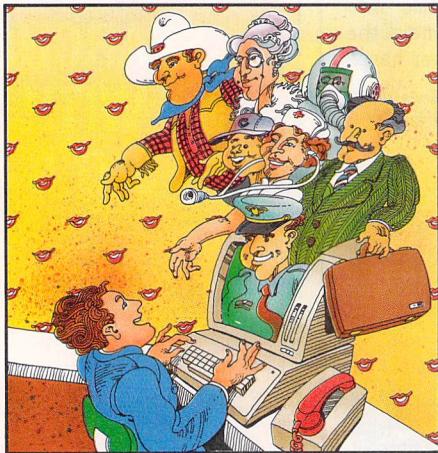
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To ease the learning curve, we've made all online instructions for CB free and we've set up Channel 2 as a special channel for new CBers. There, you can get to know the terrain and tune into the ways of CB. There's also a team of generous volunteers that will gladly show you around. To learn more, enter GO CB at any !



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by Cathryn Conroy

# Invasion of Privacy

## ► Getting information on private firms isn't easy, but now there's help.

When Pat O'Malley wanted to buy a boat business in Chandler, Ariz., he faced a problem common to those seeking information on privately held companies. There was no financial information publicly available—no Securities and Exchange Commission reports, no annual reports, no stock listings.

Most boat businesses are sole proprietorships or partnerships. Even those that are incorporated tend to be closely held. Not only is information hard to get, but when privately held companies are for sale, the owners may inflate their market share, either from pride or salesmanship. Buyer beware!

O'Malley wanted accurate fiduciary facts on two boat businesses as well as several of their competitors. He turned to TRW Business Profiles to get information he couldn't find elsewhere. "TRW let me look at how much they were buying from their suppliers so I could doublecheck the financial statements the owners had provided me and rank them against those of their competitors," he says.

In addition, he could check the companies' credit ratings and payment histories, important considerations because he would be buying the business' reputations—good or bad—as well. TRW Business Profiles steered O'Malley away from one of the businesses, and served as a quick, inexpensive way to verify some of the claims made by the owner of the second business.

Since privately held companies are not required by law to disclose financial information, finding fiscal facts on them may seem nearly impossible. However, it becomes a

fairly simple task using three CompuServe services made available by Telebase Systems Inc. In addition to TRW Business Profiles, subscribers can find basic factual information, such as officers' names and

primary SIC product codes, through D&B-Dun's Market Identifiers, and news articles from the local business press in Business Dateline.

The place to begin research on a privately held company is in D&B-Dun's Market Identifiers, where a search will yield an overview of basic company information. This kind of search is ideal for a job hunter who wants to prepare for a challenging interview. Data on more than 8 million public and private businesses with five or more employees or \$1 million or more in sales are collected and maintained by some 2,000 Dun & Bradstreet business analysts. In addition, all branches and subsidiaries of a company are included, so specific information on each can be searched.

D&B-Dun's Market Identifiers offers narrow or broad searching by company name, geographic location, product or service, executive name, number of employees, sales, sales territory and company status. Information on the firm's sales, employees, sales growth, net worth, employment growth, square footage and number of accounts is

## Before You Buy, Read This

Privately held companies, unlike their public counterparts, are not required by law to disclose any financial information.

Beware of the inherent risk in buying a privately held firm or lending money to one if complete financial information is not available.

Privately held companies operated by a sole proprietorship or partnership tend to be very closely held, making accurate financial information even tougher to find for prospective buyers or lenders.

An owner, proud of a small, private business created from his own hands and genius, may inflate the firm's market share in an attempt to lure a buyer or secure needed financing.

Potential buyers and lenders should do everything possible to verify financial infor-

mation a company owner discloses.

A privately held company's financial status can be placed in better perspective if information on its competitors is also researched and then compared.

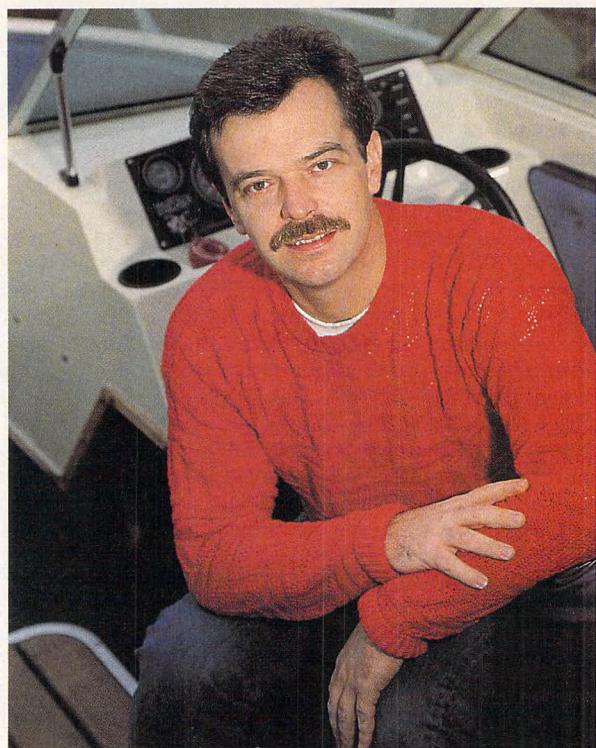
Use a privately held company's credit ratings and payment history to develop a forecast to give a sense of the business' reputation and ability to pay its bills on time.

Pay attention to a company's public image as sometimes it can offer a feel for the underlying financial stability of the firm.

To determine a privately held company's reputation, combine the business and consumer viewpoints using a TRW Business Profile report, along with information secured from the local Better Business Bureau.

—CDC

## MONEY MATTERS



MICHAEL NORTON

Bought privately held boat business: O'Malley

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presented when it is available. (Because such information is often difficult to secure on privately held companies, the database may be incomplete in places.) Also included is the company's full name, address and telephone number as well as the type of business and primary SIC code. A list of the company's directors and top executives is presented.

While D&B-Dun's Market Identifiers offers a summary description of a firm, TRW Business Credit Profiles presents credit and business information on more than 13 million public and private organizations. Actual account information on more than 70 million business relationships as reported by participating corporations can be found. This is of value to anyone interested in purchasing a privately held company or for a business considering lending money or selling products to another firm.

Specific information is offered on credit histories; financial information and ratios; key business facts, such as size, ownership and products; UCC filings; tax liens; and judgments and bankruptcies. Note that the report for a specific company may not include all of this information.

Reports are retrieved by typing the company name and either the state or ZIP code of the location. The search mechanism is so-

phisticated, so if the company name you enter produces no exact matches, the system will retrieve and display up to 24 companies with similar names. Likewise, if you enter a ZIP code, it also will retrieve similarly named firms from adjacent ZIP areas.

Tables and charts of numbers from these two databases will serve the researcher well, but another source of information that may yield a gold mine of facts is Business Dateline. Ideal for the executive who wants to keep a close watch on the competition, this database provides the full text of articles from some 115 regional business publications in the United States and Canada. It offers coverage of local economic conditions, retailing, real estate, people and management, financial institutions, transportation and electronics. Business Dateline is a historical database with articles from 1985 to the present.

Since many privately held firms are small operations, it is unlikely that news of an expanded store location or introduction of a new product will make the national business press. However, chances are it will be big news to a regional business publication. With Business Dateline, you have access to this information.

Articles, which average about 1,200

words in length, are selected for this database for their substance, so coverage is selective. Editors look for profiles of key company personnel, new product introductions, interviews, question-and-answer sessions with top company officials, roundtable discussions with local business leaders, and analyses of trends in a particular city, region or state.

D&B-Dun's Market Identifiers, TRW Business Profiles and Business Dateline can be used individually or collectively to gather facts about a privately held company that are not available elsewhere. ◀

Cathryn Conroy is a contributing editor of CompuServe Magazine. Her CompuServe User ID number is 70007,417.

## Market Monitors to the Rescue

### D&B-Dun's Market Identifiers

Type GO DUNS to visit the D&B-Dun's Market Identifiers menu and choose Option 1 to retrieve data about US companies.

In addition to regular CompuServe connect-time fees, each search in D&B-Dun's Market Identifiers, which retrieves a list of up to five companies meeting your search criteria, costs \$4. A full-text article from the list, which offers address, executive and financial information, can be retrieved for \$4 per article. Additional full-text articles are \$4 each. There is no charge for a search that yields no companies. A running total of transaction charges is displayed on Dun's menu pages.

### TRW Business Profiles

Type GO TRW to access TRW Business Profiles and to read the extensive online help information.

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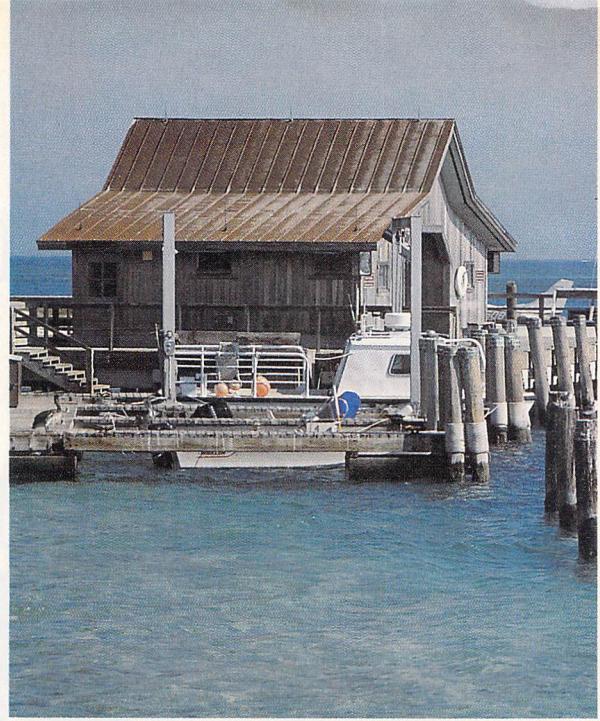
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by David Hubler



CARL PURCELL

View from 'Los Matiros': Key West pier

# Hastening Away to Margaritaville

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### Hanging Out on 'The Edge of America'

Loneliness. It Doesn't Get Any Better Than This:  
page 37

### Florida's Keys offer up a storied past and everything from solitude to a swinging nightlife.

South of glitzy, gaudy Miami, the flat Florida Keys curve westward off the southern tip of that warm peninsula into the Gulf of Mexico. A string of coral isles, the Keys stretch from Key Largo at the northern end to Key West, the southernmost city in the continental United States and the only true island town in America.

You can fly or sail to Key West, but the best way to discover this old, storied city, to feel its remoteness, is to get in a car and leapfrog the last 120 miles of old US Highway 1 across the 42 bridges and countless keys that end at mile marker 0 in the heart of downtown Key West.

On setting foot in Key West, it's not easy to see that this tiny municipality is big enough to have a split personality. Coming across the final bridge from Stock Island, you get a sense of late 20th century American suburbia—a Sears mall, an International House of Pancakes, baseball diamonds and tennis courts, a strip of moderately priced motels and restaurants, cozy single-family homes, and a plethora of marinas where charter

boats offer a day's deep-sea fishing. But follow Roosevelt Boulevard onto Truman Avenue and suddenly you find yourself in Old Town, the heart of Key West. You have just arrived in America's Land's End. As the noted American novelist Russell Banks once said, "This is the edge of America. We're out here on the rim, and that feeling gives a certain freedom."

Key West has been a tropical port of call for lost souls ever since Spanish explorer Ponce de Leon first set his eyes on the Keys in 1513. "To all this line of islands and rock islets they gave the name 'Los Matiros' [the martyrs]," his shipboard chronicler wrote,



End of the Rainbow sign marks US 1: Key West

"because seen from a distance, the rocks as they rose to view appeared like men who were suffering. And the name remained fitting because of the many who have been lost there since."

To get a sense of what lures people to this southern speck of soil, walk along the tree-lined side streets off Duval and Whitehead. Wander through Billy Goat Lane or Stump Lane, head down Francis Street to the city cemetery. You'll find tombstones with such unlikely final messages as "I Told You I Was Sick," and, from one not-so-grieving widow, "At Least I Know Where He's Sleeping Tonight." Other departed conch souls have left their nicknames behind in stone—"Shorty," "Bunny" and "The Tailor," among them. (The cemetery, on 21 acres in the middle of the historic district, also houses the remains of the sailors who died when the USS Maine was blown up in Havana Harbor.)

The sprawling Victorian mansions with their second-story balconies, gingerbread railings and widows' walks set among lush tropical foliage are the grand dames of Key West. The architecture is a blend of Bahamian and Spanish, New England and Dixie. They recall an earlier, pre-air conditioning era when large, screened porches shaded by sweeping banyan trees or "eyebrow" windows under long eaves offered a cool respite for ship captains home from the sea, and for family gatherings, formal dinners and friendly chatter after church on Sundays.

Probably the most famous Key West residence is not far from Bahama Village, at 907 Whitehead St. A Spanish colonial of native rock and Italian marble, the home was built for a wealthy 19th-century merchant who had a brief career designing ships for the Confederate Navy. Beginning in 1931, it became the home of Ernest Hemingway and his second wife, Pauline, and their litter of rare, six-toed cats, whose descendants have free run of the place even today. In the 30 years he owned the home, Hemingway produced some of his best work there, including *For Whom the Bell Tolls* and *A Farewell to Arms*. But it wasn't the Hemingways' first Key West residence. That's a small second-story apartment behind what was once a garage across the street from the old Post Office Federal Building on Simonton Street. It's now an eclectic gift shop, worth a visit.

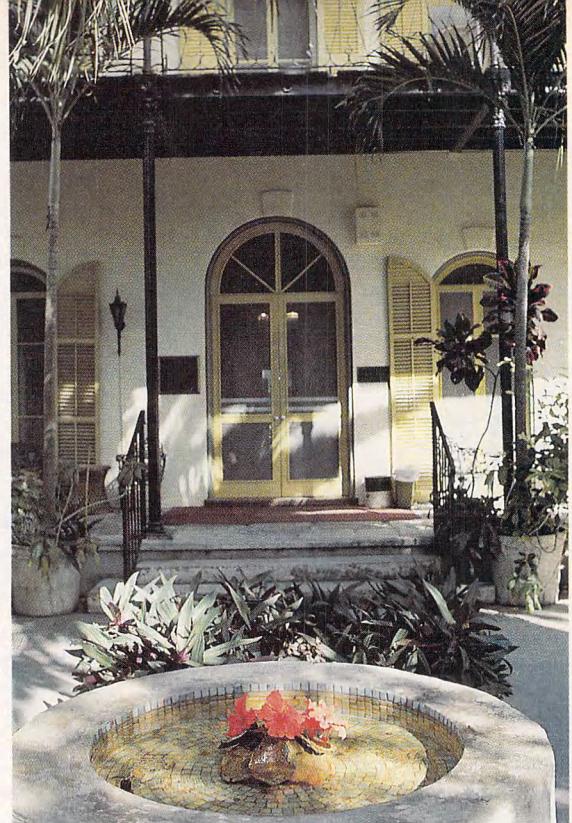
Today's resident writers, such as Vietnam War novelist Philip Caputo, and musicians, such as Jimmy Buffett of

"Margaritaville" fame, thrive in the openness of this tiny coral isle. By his own admission, singer/entertainer and now best-selling author Buffett is an island person at heart. "I like salt in the air and salt in the water," he confided. His heart now is in Key West. "It's where I prefer to live more than anywhere else. Where I grew up on Mobile Bay, the water was rather dull looking and all the cypress trees around gave it a reddish color. The first time I saw this clear water and white sand beaches, I became addicted." When he's not on tour, which is seldom, Buffett spends time unwinding at his Margaritaville souvenir shop at Land's End Village near the Turtle Kraals, or jamming with other musicians at Sloppy Joe's down on Duval.

Perhaps it is the 360 degrees of limitless horizon or the vast blue sky overhead that fosters feelings of unfettered freedom and creativity so far from the madding mainland. That's not to say that Key West is dull or somnolent, not by any stretch of Hemingway's or Buffett's fertile imaginations. An excellent way to learn about Key West is to board an Old Town Trolley or a Conch Tour Train for an all-encompassing sightseeing trip around the island. Among many other things, you'll see the salt ponds; the three red-brick forts, including the East and West Martello Towers; the southernmost point in the continental United States, where kids hawk conch shells and other souvenirs; the old turtle kraals, where green

turtles were penned prior to their slaughter for canning; the recently reopened 110-foot-tall lighthouse, the only American lighthouse located in the center of a city; the new Ship Wreck Museum; the aquarium; the James Audubon house; and the Truman compound, where the president spent many of his working vacations. You'll also pass the Margaret Truman laundrette, which always gave the president such a good laugh, probably because it was not named for his daughter. It just happens to be located at the intersection of Margaret Street and Truman Avenue. If you want to see another example of what conch persistence can lead to, stop in at Mel Fisher's exhibit. Fisher spent 16 frustrating and tragic years (he lost a son and daughter-in-law in the diving) searching for the \$400 million treasure of gold, silver and jewels that went to the bottom of the sea when the Spanish ship *Nuestra Senora de Atocha* sank in 1622. He found it in 1985, and much of the recovered fortune is now on display.

No visit to Key West would be complete without joining the nightly sunset revelry at Mallory Square. Some folks gather at The Top, a watering hole atop



Famous residence: Hemingway house

CARL PURCELL

## Before You Grab the Saltshaker, Get Online

Background information on many of Key West's attractions is available in the Florida Forum's (GO FLORIDA) Message Section 15 and Library 15, Southeast. Using the BROWSE command within Library 15 and the keyword KEY\*, you'll quickly find lots of information on Key West and the other Florida Keys, such as:

Highlights of unique tourist attractions on all of the Florida Keys, including Key West's glass-bottomed boat tours, the 90-minute Conch Tour Train and sunset on Mallory Pier. The address and phone number of Key West's Tourist Development Council is included. KEYS.TXT

Information about a place halfway between Key West and Key Largo where you can swim with the dolphins. Bring your swimsuit, three friends and \$50 each. DOLFIN.TXT

An article about Fort Jefferson, located off the south shores of Key West. FORT.DAT

Not only can you make your airline reservations to Key West through the Official Airline Guide (GO OAG), Eeasy Sabre (GO SABRE) and Travelshopper (GO PARS), but you also can electronically book your hotel reservations through Eeasy Sabre and Travelshopper.

Before you reserve your lodgings, use the ABC Worldwide Hotel Guide (GO ABC) to select the best possible accommodations for you. Comprehensive, up-to-date listings for 20 Key West hotels are listed. You can find out such important facts as rates and facilities, and many of the listings also include information on the hotel's appearance, atmosphere, the date of original construction and the style of architecture. To search the ABC Worldwide Hotel Guide, type GO ABC, select Option 2, Worldwide Hotel Listings, then select Option 1, United States. Type state code FL at the prompt and the city name KEY WEST at the next prompt. You then can ask that the hotels be displayed or narrow the list by price range, hotel name, hotel chain or location and amenities.

the eight-story Holiday Inn La Concha Hotel, for a great aerial view of the celebration. Down below, locals and tourists mingle on the pier an hour or so before sundown, including many of Key West's more colorful characters, such as the Cookie Lady, "Bounce the Clown" and "Love-22," an Uncle Sam look-alike who regales tourists with the universal importance of the number 22. Wirewalker Will Soto, fortune tellers, jugglers, magicians and musicians make their living via a pass of the hat. And when the sun finally slips into the Gulf of Mexico, scattering shards of gold, red and orange across the water, the cheering and applause is almost deafening.

For dining you might try Nick's Grill or Nick's Coastal Cafe (305/296-4250) in the new Hyatt Key West on Front Street, just a couple of blocks from Duval Street. Another hotel that has established a reputation for excellent food is the Pier House (305/296-4600), which justifiably boasts one of the best seafood restaurants in the Keys. Fresh conch salad, sautéed yellowtail tuna and a big slice of Key Lime pie are about as close as anyone can get to gourmet heaven.

In truth, in Key West there are enough wonderful restaurants to feed a city four to

five times as large. La Cubanita (305/294-4246) and El Siboney (305/296-4184) are just two of several local eateries that feature Cuban food. If you walk down Duval Street away from Old Town, you'll come to another favorite, La Terraza de Marti (305/294-8435), popularly known as La Ti Da. Named for the balcony on which Cuban revolutionary hero Jose Marti rallied his troops, this small but elegant restaurant serves its French, oriental and gourmet meals poolside.

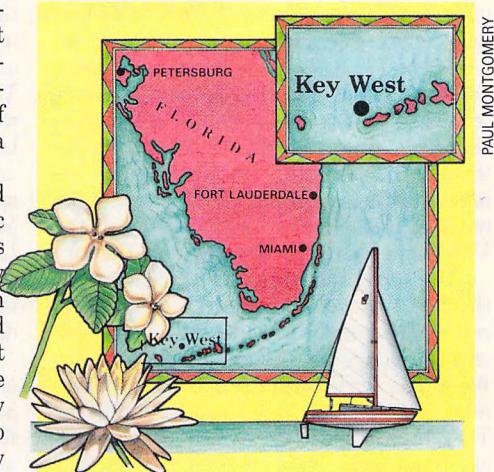
Or just grab a bite at the informal Charcoal Hut, a small open-air bar/restaurant popular with the locals because it goes beyond even Key West casual, is not too expensive and, despite being located in an alley off Duval, is passably clean—if you don't mind a dog or two wandering around.

After dinner walk down Duval Street and feel the hard, driving beat of rock music pulsating into the night air. See the hoards mobbing Sloppy Joe's, Captain Tony's or any of the many other local watering holes, such as the old Green Parrot bar on Whitehead Street, cans of beer in hand and voices at rooftop pitch. The music is non-stop and the crowds swirl and circulate until the early hours of the dawn. There is probably more to see and do here than on any other two- by

four-mile piece of land in all 50 states. For this is truly where the action is, at the very edge of the United States.

For more information on Key West and the Florida Keys, see page 35, 'Before You Grab the Saltshaker' and dial 1-800-FLAKEYS.

*David Hubler is a free-lance travel writer and novelist whose home is in Annandale, Va.*



## Getting Historical

The history of Key West is one of swings in fortune, from fabled wealth to abject poverty and back again. Many a corsair flying the skull and crossbones sailed Key West's waters early in the nation's history, and ships wrecked on the coral reef provided a good living for salvagers in the 1800s.

During the Civil War this southernmost city found itself under Northern control deep behind Confederate lines. Its once prosperous salt ponds were left in ruin at war's end, when slavery became illegal and hired labor made the salt too costly to harvest.

In the early 1900s along came Standard Oil tycoon Henry Flagler. He was 82 years old when he ran his Florida East Coast Railroad into Key West in 1912 and opened one of the poshest hotels in the nation to house his rich friends. Overnight the city had the wealthiest population per capita in the United States. But by the 1930s, when America was in the throes of the Depression, Key West went bankrupt. It's only been in the late 1970s and '80s that the glory days have returned, thanks to the restoration of the island's historic quarter, the reduced presence of the US Navy, and the mass influx of wealthy homeowners, artisans and handicraft workers, and sun-worshipping tourists with greenbacks to spend. Key West natives, called "conches" (after the hearty, resilient mollusk that inhabits the waters there), believe they have finally broken the cycle.

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# Fort Jefferson: Lonely Monument to War

Fort Jefferson is surely the Maytag repairman of US national monuments—lonely, rarely needed and isolated. To find this intriguing tourist site, you have to journey 70 nautical miles west of Key West into the Gulf of Mexico, to seven microscopic islands known as the Dry Tortugas (Spanish for turtles). There sits the 19th-century fort, guarding the coral keys like a solitary sentinel.

There are two ways to reach the Dry Tortugas: A four- to five-hour boat ride or a 45-minute flight on a single-engine seaplane. The day we flew from Key West the weather was sparkling clear, the temperature in the high 80s, the sky vivid blue and the seas dead calm. As the pilot opened the throttle, our Cessna leaped forward, its aluminum pontoons THWAP-THWAP-THWAPing against the endless turquoise surface. Less than an hour later, we pulled up onto the white sandy beach and were greeted by . . . no one.

Unknown even to many sophisticated travelers today, and visited by all too few vacationers to the Florida Keys, the Dry Tortugas' strategic importance was first recognized by the US Navy in 1821, when Florida was admitted to the Union, and the tiny dots of land became a redoubt for stemming the rampant pirate activity in the



CARL PURCELL

From Key West to the Dry Tortugas: Isolated Fort Jefferson

Caribbean area. Thus began the fort's long, lonely and sorrowful saga, proving along the way that Washington's follies are not unique to our own era.

Silence surrounds Fort Jefferson, a six-sided structure encompassing practically all of Garden Key on which it sits, and precariously at that. "The Gibraltar of the Gulf" looks like a red-brick pentagon surrounding a weedy, empty parade ground. Begun in 1846, it was a government fiasco from day one. Although its eight-foot-thick, 50-foot-high walls appear impregnable, they are fatally flawed. Engineers learned too late that the key was composed not of a solid coral base but rather of sand and coral. As a result, the ponderous fortification (still the largest brick-and-mortar structure in the Western Hemisphere) quickly began to settle and crack.

During the Civil War, the unfinished fortress served as the Union Army's southernmost bastion and as a prison for Northern deserters. In 1865, Fort Jefferson held its most famous prisoner, Dr. Samuel Mudd, the Maryland physician who had treated John Wilkes Booth's broken leg during his attempted escape after killing Abraham Lincoln. Despite convincing evidence to the contrary, Dr. Mudd was convicted of conspiracy in the assassination and sentenced to life imprisonment in a tiny, airless cell within the walls of Fort Jefferson. But fortune intervened, and Dr. Mudd was pardoned by President Andrew Johnson in 1869, after the Maryland medic worked tirelessly to stem a deadly outbreak of yellow fever. Of the 300-man garrison, 270 came down with the disease, but thanks to Dr. Mudd's efforts, only 38 died. Today a plaque over the doctor's cell pays tribute to his heroic efforts.

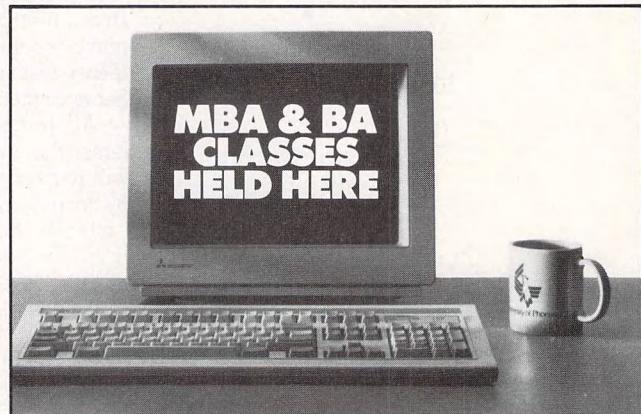
## TRAVEL

Fort Jefferson is open to tourists, but it is not a hospitable host by design. There is an informative self-operating slide show and an administrative office where free brochures are available. Other accommodations to tourism are two picnic tables, two restrooms and a small beach. Whatever modern-day Robinson Crusoes bring to this tiny isle—and that means food, beverages and even plastic garbage bags—must be carried off at the end of the visit. There are no trash containers, not even hand towels in the restrooms.

That is not to say that Fort Jefferson is completely deserted. It is occupied by a chief US Park Service ranger, two assistant rangers, maintenance men and their wives. On a rotating basis, the rangers push together two weekends and take the government launch to Key West for a four-day break back to civilization. Key West is Manhattan when you live on Garden Key, where days slip by uncounted. When our seaplane returned later in the day to take us back, the chief ranger said to the pilot, half-jokingly, "Hey, I just found out it's Sunday. Do you have my newspaper?"

Wandering across the deserted parade ground where the officers' quarters once stood, the chief ranger, who has been in charge of the fortress for three years, admitted, "I probably won't be here much longer. This is not necessarily paradise. You tend to burn out a little bit. We try to limit the tour to two to three years. It's a neat place to live. We're never lonely, but it's very, very isolated."

Well, even Dr. Mudd stayed for only four years. □



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'Grand Pix,' page 40**

### ► AT&T offers its 800-number directory free of basic connect charges to all CompuServers.

If you've dialed AT&T's toll-free 800 directory lately, you're in good company. According to David Williams, AT&T product marketing manager for 800 numbers, hundreds of thousands of people a day dial 1-800-555-1212 in search of those often elusive toll-free numbers.

Now, to better serve the public, AT&T has joined with CompuServe to offer an online version of the toll-free 800 directory. The regularly updated online directory is packed with more than 350,000 toll-free 800 numbers from all 50 states and all Canadian provinces and territories. Accessing it is easy, fast and free of regular CompuServe connect-time charges.

All things considered, says Williams, the online directory is a win-win proposition. "It serves the public by increasing the availability of access to toll-free numbers, and it provides

another avenue for our 800 customers to get their numbers to as large an audience as possible," he says. "Print versions of the business and consumer directories also can be ordered online."

Toll-free numbers have been around for 23 years, and the demand for the numbers—both by companies and the customers who call them—grew steadily until the early 1980s when small businesses boomed and toll-free numbers multiplied accordingly.

The online database is of particular value to those looking for the newest toll-free numbers, which may miss the publication cut-off date for AT&T's annually updated print directories. (They are, however, available from AT&T's 800 directory assistance.) Another benefit, says Williams, is that the online directory will display *all* of the toll-free numbers a company has authorized for publication.

"If you call 1-800-555-1212 for the toll-free number for American Airlines, for example, you will have to be very specific about what you're seeking. Like many major companies, American Airlines has a variety of toll-free numbers to meet a variety of cus-

## But Wait, There's More...

Use it as often as you want, stay on as long as you need to and download as much of it as you like. The clock stops here, folks, because the treat's on AT&T. Access to the AT&T 800 toll-free directory is free of connect-time charges, regardless of whether you log on directly or enter from another part of the CompuServe system.

**Take Advantage of Special Offers.** Seventeen special offers on such items as travel, clothing, flowers and furniture will be valid through October 1990 on AT&T's online toll-free directory. To receive your savings, simply mention that you got the toll-free number through AT&T. In most cases, savings are substantial.

Yield House for example, offers a 20 percent discount on orders of \$100 or more when AT&T is mentioned. Hobby Center Toys offers

a 15 percent discount on any order. Savings are not paid for by AT&T. Instead, they are fully funded by participating companies.

**Special Offers** can be found by selecting Option 5 from the AT&T toll-free 800 directory.

**Order a Toll-Free Print Directory.** Print editions of the AT&T toll-free 800 directory can be ordered online by selecting Option 4. Cost of the consumer directory is \$13.45. The business directory costs \$18.45.

**Leave a Message for AT&T.** If you have a question, comment or suggestion, select Option 6 from the AT&T toll-free 800 directory. You will be prompted for your name, address and phone number, as well as the request to leave your message.

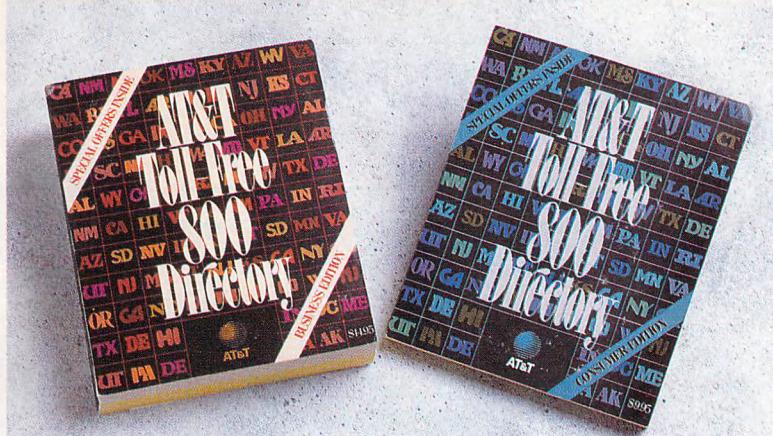
—CHG

tomer needs," Williams explains. "Our directory assistance operators do their best to give you all the information they can, but they can act only on the information you provide. The online database, on the other hand, will display every toll-free number authorized for publication by a company. Those who become proficient with the online directory will find using it to be as fast as a call to directory assistance."

Another plus: Poor spellers can find toll-free 800 numbers by typing only the first couple of letters of the company name. The database will search the names of companies beginning with those letters and display

them all. If the company name eludes you completely, the database can do a category search that quickly turns up, for example, all the dog groomers with toll-free 800 numbers. The search can then be narrowed geographically.

"The popularity of the printed directories



and the debut of the electronic version is clearly paralleling the success AT&T is having in the 800 toll-free service marketplace," Williams says. "Our research shows that the characteristics of 800 toll-free users and CompuServe members provide an ideal match."

One way advertisers measure the success of listing their toll-free numbers with AT&T is through the special offers available to those who obtained their numbers through AT&T's print or online directories. Tell participating companies you got their numbers through AT&T's toll-free directory, and you'll receive discounts on their products or services.

*Carole Houze Gerber is a contributing editor of CompuServe Magazine. Her CompuServe User ID number is 70007,1215.*

## GO ATT and Follow This Guide

### To access, type GO ATT.

Select Option 1, "AT&T Toll-free Directory (FREE)," from the main menu and you will be greeted with a menu that looks like this:

- 1 Welcome to AT&T Toll-Free 800 Directory
- 2 Using the Directory Most Effectively
- 3 Look Up an 800 Number
- 4 Order Print 800 Directories
- 5 AT&T 800 Directory Special Offers

First-time users will want to download and read the text from Options 1 and 2, which contain advice and examples about using the directory, so that upon next access you can go directly to Option 3, "Look up an 800 Number."

After choosing Option 3, you will be offered a choice of searching either by company name or by product/service category. There are 33 alphabetically ordered major categories under Product/Service, logically organized under broad headings such as "Advertising/Marketing Sales" (category 1), and narrow ones such as "Chemicals & Plastics" (category 8).

Because many 800 numbers are not accessible from all areas, before each search by company name or product/service category, you will be asked to enter your telephone area code. To see all of the 800 numbers relevant to your search name or category—even those that may not be accessible from your area code—simply type ALL at the prompt. You also can choose to search using a different area code.

### How to Search by Company Name

If you know the company name, at the prompt type the exact, complete spelling. Type the beginning three or four characters if you are unsure of the correct complete spelling. For example, type SPIEGEL from area code 614, and three names and numbers are displayed:

- 1 \*SPIEGEL CATALOG
- 1 800 345-4500 (C) OAK BROOK, IL
- 2 SPIEGELBERG FARMS
- 1 800 362-8730 (U) BIRMINGHAM, OH
- 3 SPIEGELBERG INSURANCE AMHERST, OH
- 1 800 922-2414 (B) AMHERST, OH

The (C) indicates that the 800 number is for consumer calls. The asterisk (\*) means there is additional information available. To view it, type 1. Other letter abbreviations that may follow numbers are: (B), the number for business-to-business calls; (D) the number is dual-purpose, for either business-to-business or consumer calls; (U) the listing type is unavailable.

Additional information that may be displayed shows, in square brackets, where the toll-free number can be dialed. For example, [US EXCEPT GA FL] means that the number can be dialed from anywhere in the United States except Georgia and Florida.

### How to Search by Category

If you have no particular company in mind and want to browse, search by product/service category. This will yield the names of all companies with toll-free numbers that have placed themselves in

that particular category. (This service is not available by dialing AT&T toll-free directory assistance.)

When your search finds more than 50 companies, you will be prompted to either display all companies found or narrow your list by typing the company name or the two-letter state abbreviation where the company is located. If you decide that narrowing the list was a mistake, you can choose to restore the original full list.

When your search finds 50 or fewer companies, you can choose to display the list of companies and toll-free numbers. You also are given an option to narrow the list. There is no time limit on accessing the toll-free directory, so take as long as you need to download the numbers you have selected.

For example, to narrow a search in the category "farm/pets/horticulture" (Option 13 in the Product/Service category) for companies offering pet grooming, selecting subcategory PET GROOMING, Option 26, from area code 614 displays the following:

- 1 BIRDLIFE SC RANCH 1 800 548-2473
- (B) POWAY, CA [US ex CA]
- 2 CANINE CARE PET DENTAL HYGIENE PRODUCTS & SERVICES 1 800 242-9966
- (C) COSTA MESA, CA [US]
- 3 CONTINENTAL PET & GROOMING WHOLESALE 1 800 548-2696 (B) COEUR DE ALENE, ID [US]
- 4 MARYLAND SCHOOL OF DOG GROOMING 1 800 543-3228 (C) SILVER SPRING, MD [US]
- 5 SASAY GROOM SALON 1 800 343-5050 (C) NEWARK, DE [US]

# Photography Forum Showcase

A picture may be worth the proverbial thousand words, but for the eagle-eyed winners of the Winter 1989 Photography Forum Photo Contest, the payoff was better than prose: Professional Vivitar zoom lenses and cameras were handed out.

Photography Forum sysops Mike Wilmer and Gabriel Unda selected the semi-finalists from among the entries. But final say was had by forum members who viewed the pictures as downloaded GIF (Graphic Interchange Format) high-resolution images. Allowing fellow forum peers to render the decision "was a nicer way to do it," says Wilmer.

The grand prize booty for this year's contest, two sets of special-edition gold lenses by Vivitar (see below), are likely to become collectors' items, according to Wilmer. So start snapping! (Photos, that is.) ◀

*Text: Denise Erwin-Anderson and Christopher J. Galvin*

## Viva Vivitar!

In honor of Vivitar's 50th Anniversary, Vivitar has donated the next Photography Forum Contest grand prizes: two sets of gold Series 1 lenses (28-105mm and 70-210mm) in velvet-lined wood boxes. Only 50 of these commemorative lens sets were made. Other prizes will be announced in the Photography Forum.

For more information about the contest, read CONTEST.RUL in the Photography Forum Library 17, "New Uploads," by typing GO PHOTOFORUM at any CompuServe ! prompt. Send entries with name, telephone and User ID numbers before Friday, June 1, to Photography Forum, P.O. Box 340009, Sacramento, Calif., 95834.



## FIRST PLACE AMATEUR



## Modeled in Macon

Classic glamour lighting (two strobes into umbrellas) captured this portrait of "Debbie." Photographer Robert Everett asked this former Mrs. Georgia and operator of a local modeling agency in Macon, Ga., to pose for "one last shot" as she was leaving a Macon College photography class, which Everett instructed in 1979. Everett, the first-place winner in the Photography Forum Contest Amateur Division, was awarded two Vivitar Series 1 zoom lenses (100-500mm and 24-70mm) plus one month of free connect time in the Photography Forum.

Camera: Canon F-1  
Lens: 100mm, f2.8 1/60  
Film: Ilford FP-4

## FIRST PLACE PROFESSIONAL

### Starry Night Part II

Photographing the Vancouver Expo '86 fireworks was reason to celebrate for photographer Ctein, who won first place in the Photography Forum Contest Professional Division. Ctein, alias "Max Darkroom" in the Photography Forum, took the photograph with natural light from the colorful explosion that interrupted the September moonlit-night. "It's easy when you just open the shutter and sit back," says Ctein, who also received two Vivitar Series 1 zoom lenses and free connect time in the Photography Forum.

Camera: Fujica GS645  
Lens: 75mm, f8/10sec.  
Film: Kodacolor 400



## SECOND PLACE AMATEUR

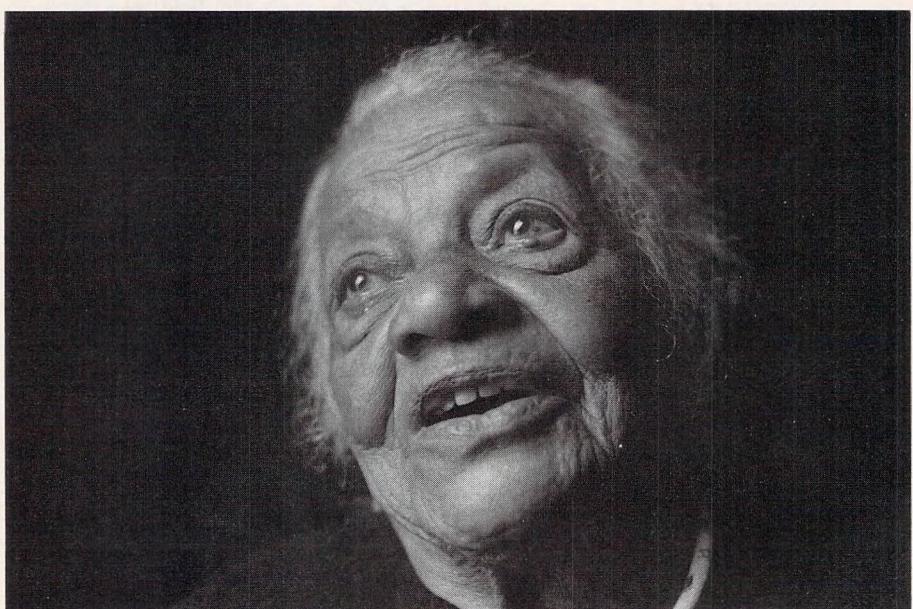


### She Came up Empty

Photographer David Varmecky won second place in the Photography Forum Amateur Division with this premium picture of "Ethyl." Varmecky says he was "compelled" to pump his shutter at the deserted gas station in Pawhuska, Okla., while participating in an annual outing with Tulsa photographers. The photograph was taken with natural light in September 1988, and is intended to document an image from the 1980s in rural Oklahoma communities. Varmecky also received a TEC-155 AF 35mm camera and Series 1 zoom lens.

Camera: Minolta 7000i  
Lens: 50mm (35-105), f8 1/60  
Film: Kodak Gold 100

## SECOND PLACE PROFESSIONAL



### Brazilian Babá

"Old Lady" is photographer Anthony A. Boccaccio's favorite portrait. Babá (Brazilian for nurse maid) cared for Boccaccio in his youth during a stay in Brazil. "I love the old lady. She was like a grandmother to me," Boccaccio says. Natural window lighting captures the child-like gleam in the 98-year-old Brazilian woman's eyes. Boccaccio, a professional photographer of 20 years, received a TEC-155 AF 35mm camera equipped with a Series 1 35-70mm zoom lens for his second-place photograph in the Photography Forum Professional Division.

Camera: Nikkormat FTN  
Lens: 50mm, f5.6 1/125  
Film: Kodak TX Pan ISO 125

CorelDraw!

## Freehand Freedom in Full Color

### Corel Systems

1600 Carling Ave., Ottawa, Ontario Canada K1Z 8R7, 613/728-8200

**Computers:** 80286-based (AT-compatible) or 80386-based computers.

**Operating Systems:** PC-DOS or MS-DOS version 3.0 or higher.

**Media:** Supplied on either 5.25-inch or 3.5-inch diskettes.

**Copy Protection:** None.

**Required Peripherals:** Graphics monitor with vertical resolution of at least 350 pixels (CGA not supported); printer supported by Microsoft Windows 2.0; mouse or digitizing tablet.

**Other Requirements:** Minimum 640K RAM; Microsoft Windows 2.0 or higher (not supplied with CorelDraw).

**Optional Items:** None.

**System used for test:** 4MB Northgate 80386/20-MHz computer with VGA video display, 80MB SCSI hard drive and controller, 5.25-inch and 3.5-inch diskette drives, Okidata 293 printer and LaserJet Series II printer; running PC-DOS 4.01.

**List Price:** \$595

When CorelDraw! arrived, I was anxious to see whether it deserved all the praise it had been getting in the press and on various CompuServe forums. It does.

This relative newcomer from Canada just may be the best freehand drawing program on the market today. Yes, I'm familiar with Adobe Illustrator, a super package to be sure. But CorelDraw (version 1.1) has it beat in several ways.

To begin, CorelDraw will import bitmapped images for editing, autotracing and conversion to vector-based files in several popular formats. It also supports the full range of Pantone printing colors. Control of colors and subtle tints in CorelDraw is almost infinite. And, unlike Adobe Illustrator, CorelDraw allows previews of your work in color.

Equally important for many users, CorelDraw isn't restricted to PostScript printers and output devices. It exports files in PCX, TIF, CGM and WMF (Windows Metafile) formats, all of which print on PCL printers. In my tests, I found that the Windows Metafile produced the best results on a LaserJet. I obtained some very satisfying effects with a LaserJet II, including rotated, stretched and curved text. Of course, some features, including the large selection of PostScript fill patterns, do require a PostScript output device, but you'll be able to

stretch a PCL printer to its outer limits with the help of CorelDraw. And CorelDraw supports any other printers for which there are Windows drivers, even dot-matrix printers.

Perhaps best of all, CorelDraw is as easy to learn as any illustration package I've seen. The drawing tools are tightly organized and highly intuitive. The pencil tool, for example, is used for both straight lines and curves, unlike some programs that require use of a separate tool for each. To draw a straight line, just click once at the beginning point, move the cursor to the ending point and click twice. For a curve, click and hold while drawing. The program supports Bezier curves, a powerful drawing feature that probably is the most difficult part to master.

The pencil tool has other talents, too. If chosen when a bit-mapped file is currently selected, it changes automatically to an autotrace tool. When the bit-mapped file is unselected, it returns to a line/curve drawing tool.

The rectangle tool also is smart. Used alone, it draws a rectangle to size. To make a perfect square, just hold down the Control key while dragging the mouse. Want a square or rectangle with rounded corners? No problem. Once you've drawn your object, it's easy to round the corners, stretch the sides or rotate it around a movable central point.

The status line, directly above the drawing area, keeps you informed about the currently selected object. Is it a single object or several? Is the selected curve open or closed? The latter, I found, is mighty important information when selecting fill patterns for individual portions of a drawing. If the area you thought was a closed path is actually open, all sorts of strange things will happen to your image when you choose fill patterns. The status line helps avoid such problems.

Working with text in CorelDraw is a joy. Besides automatic and manual kerning and leading, individual letters can be rotated, skewed, reversed and otherwise treated as a graphic element. If you want to play around with the shape of a character or group of characters, you can convert them to curves and modify them to your heart's content. In one of the program's more dramatic features, you can take a line of text and fit it perfectly to any curved or irregular path.

Not only are close approximations of the 35 typefaces in the standard LaserWriter

set included, there is a grand total of more than 50 typefaces and styles from which to choose. Clones of the standard PostScript fonts have names that resemble the originals. Times, for example, is called Toronto, and Zapf Chancery is called Zurich Calligraphic. Other names follow similar patterns and a chart illustrating each typeface and listing the PostScript names next to the Corel names is included with the program.

If you use a PostScript output device, genuine PostScript fonts will be substituted for the Corel imitations. If you need fonts that aren't available within the program, CorelDraw supports downloadable PostScript fonts.

You can preview the results of your work at any point by calling up the preview screen. The default splits the display evenly between the drawing area and the preview screen, but you can adjust the proportions as needed. The default also causes the preview screen to update automatically when you make changes in the drawing area. This can take a lot of time when working on complex drawings, but you can turn off the automatic update feature in favor of a manual update that you call up as needed.

An assortment of about 300 high-quality clip-art images from a dozen vendors is included. The images are supplied in several formats, all of which can be imported and manipulated in CorelDraw and then exported for use in other programs.

Keep in mind that CorelDraw is a Windows-based program, but Windows is not supplied—not even in a runtime version. You'll have to have your own full-capability Windows copy, version 2.0 or later.

There are so many features in CorelDraw that a review can only touch on the highlights. It's enough to say that CorelDraw offers a remarkable degree of power and sophistication for a truly reasonable price. If you've been thinking about buying a drawing program for your 80286- or 80386-based IBM-compatible computer, rush out and get your copy today.

**Reviewed by William J. Lynott**

William J. Lynott is president of W.J. Lynott Associates, management consultants specializing in personal computer applications for small business. He has been a frequent contributor of CompuServe Magazine reviews for many years.

## Aldus FreeHand 2.02

# A Fine-tuner for Imported Images

### Aldus Corp.

411 First Avenue South, Seattle, WA 98104-2871, 206/622-5500, Fax: 206/343-4240

**Computers:** Apple Macintosh 512K Enhanced, Plus, SE, SE/30, II family and Portable.

**Operating System:** Macintosh System 4.3 and Finder 6.0 or later; MultiFinder compatible.

**Media:** Supplied on four 3.5-inch 800K diskettes (install, program, portfolio and quick tour); requires two 800K diskette drives or hard disk.

**Copy Protection:** None.

**Required Peripherals:** Supports PostScript laser printer or imagesetter and non-PostScript printers such as ImageWriter.

**Other Requirements:** Minimum 1MB memory (additional memory recommended).

**Optional Items:** None.

**System used for test:** 5MB Macintosh IIcx with FDHD diskette drive, 40MB hard disk, one 45MB Sysgen MAXI RD45 cartridge drive, AppleColor High-Resolution RGB Monitor, 256-color Macintosh II Video Card, Thunderware LightningScan scanner and Qume CrystalPrint Publisher laser printer; running System 6.0.4, Finder 6.1.4 and LaserWriter 6.0 printer driver.

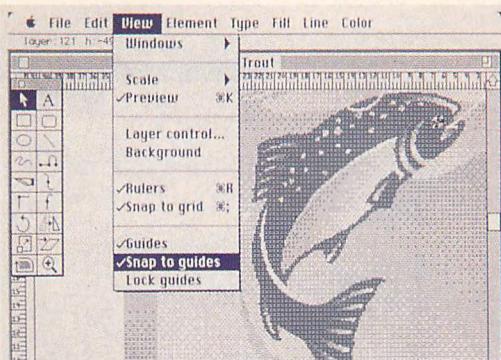
**List Price:** \$495

**A**ldus FreeHand 2.02 is an object-oriented drawing system based on the Bezier Curve technology, similar to Adobe Illustrator 88 and Deneba Canvas 2.0. FreeHand outperforms Illustrator across the board, and FreeHand's handling of ink-matched Pantone colors gives it an edge over Canvas for illustrative artwork. But Canvas may hold the advantage for technical drawing.

Most FreeHand drawing elements are high-resolution line art rather than individual pixels. Lines and curves can be positioned and shaped with extreme precision. Furthermore, such elements retain their precise shapes and smooth curves at any enlargement, unlike ragged bit-mapped graphics.

Besides ordinary square-corner, round-corner, ellipse and line tools for basic shapes, FreeHand has excellent corner, curve, connector and combination freeform shape tools that produce any shape the user needs. Learning to apply the freeform shape tools correctly and efficiently takes practice, but they are explained thoroughly in the program's tutorial manual.

Curves and lines can be modified easily



Recognizes color specs: Aldus Freehand

by adding, deleting or dragging control points and handles. And FreeHand closes objects automatically when points are deleted. Unlike Illustrator, there's no need to manually patch sections or close objects after deleting points.

Any object or object group can be readily edited, filled, duplicated, rotated, reflected, scaled, skewed or otherwise manipulated. Text can even be fit to curves.

FreeHand also has plenty of drawing aids, including ruler guides, drawing grids, snap-to-grid positioning, automatic horizontal or vertical aligning, 200 foreground drawing layers, a non-printing background layer and more.

Like Canvas, FreeHand makes concessions to bit-mapped graphics as well as its own objects (Illustrator uses bit maps only as tracing templates). Clip art, image scans and the like can be placed directly into FreeHand drawings and left as bit-mapped elements or traced to make object-oriented equivalents. So a user might import a scanned image as a background for other art or as a piece of that art.

FreeHand does not have conventional tools for manipulating bit-mapped graphics. There are no pencils, paintbrushes, paint buckets or erasers, so imported art should be close to finished form before being imported. Yet FreeHand can invert, posterize or solarize grayscale bit maps, adjust brightness or contrast, or convert them to printing screens or black-and-white images. Such manipulations are useful for special effects or for readying images for tracing.

FreeHand can import and place EPSF, TIFF, Paint and PICT files. PICT files also can be "opened" instead of being "placed." In my trials, EPSF files imported as blocks that would not display their contents on screen and could not be traced, but they

printed. Some (not all) TIFF files imported as negative grayscales that had to be inverted. Paint files came in as high-contrast black-and-white images. PICT files imported, displayed and printed, but only if they were small. Trying to import PICT files larger than a quarter of my 640-by-480 screen drew an error message saying image data was too large to convert, although FreeHand reported 3.8MB of computer memory available.

FreeHand's export menu outputs only EPS files; PICT files with PostScript information must be exported via the clipboard. FreeHand's EPS files were readily usable in Aldus PageMaker, Aldus Persuasion, QuarkXPress, Microsoft PowerPoint and Symantec's More II. They were less useful in Cricket Presents, which would not resize them, and they could not be opened by Adobe Illustrator.

I was disappointed by FreeHand's autotracing, which really worked only on black-and-white images having heavy lines and solid fills, and then its traces were too coarse. Autotracing fine line art lacking solid fills gave poor results, as did autotracing grayscale images even after recommended posterization.

Another disappointment was FreeHand's on-screen color rendering. It didn't provide fine detail, particularly for graduated color fills. Filled areas often were dithered or patterned, making direct screen captures unappealing. Outputs to a laser printer looked good, however, with dithered patterns being replaced by grayscaled outputs.

Nevertheless, Aldus FreeHand 2.02 is an excellent illustration package. It takes practice to become proficient, but FreeHand's basic functions can be learned and used in an hour or two. Advanced functions take longer, but FreeHand can be used effectively by novices without being a simplistic package that advanced illustrators will soon outgrow. For users who need assistance, FreeHand is supported on CompuServe's Aldus Forum (GO ALDUS).

Reviewed by Ernest E. Mau

Ernest E. Mau, a full-time, free-lance writer and CompuServe Magazine reviews editor, is based in Aurora, Colo. He is the author of several books and nearly 300 articles on microcomputer products and applications.

atOnce!

## An Accounting Aid for Small Business Owners

### Layered Inc.

The Schrafft Center, 529 Main St., Boston, MA 02129, 617/242-7700, Fax: 617/242-7747

**Computers:** Macintosh Plus, Macintosh SE family or Macintosh II family.

**Operating System:** Macintosh System 4.2 or later.

**Media:** Supplied on one stuffed program diskette and three stuffed HyperCard training diskettes; requires additional purchase of tax tables annually; must be run from internal or external hard disk (20MB minimum).

**Copy Protection:** None.

**Required Peripherals:** Apple-compatible printer; HyperCard 1.21 is included for demo/tutorial, but HyperCard 1.25 is required for Macintosh System 6.0.4.

**Other Requirements:** 1MB RAM required; additional memory required for MultiFinder or larger data files; besides standard System fonts, Layered recommends New York 10 and 12, Geneva 10 and 12, and Monaco 10 and 12 for ImageWriter, or Times 10 and 12, Helvetica 10 and 12, and Courier 10 and 12 for LaserWriter.

**Optional Items:** Preparing payroll requires optional tax tables; users are entitled to one initial tax update by sending in a card and \$5; additional one-year tax update subscription costs \$99; additional states are \$25 each; updates available only through Layered Payroll Tax Table Update Service.

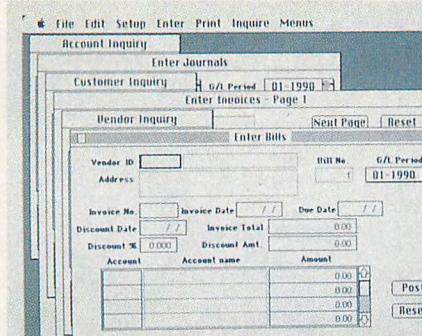
**Systems used for test:** (1) Macintosh Plus with Everex 20D 20MB external hard disk and ImageWriter II printer; running System 6.0.4 and Finder 6.1.4. (2) 5MB Macintosh IIcx with FDHD diskette drive, 40MB hard disk, Sygen MAXI RD45 cartridge drive, AppleColor High-Resolution RGB Monitor, 256-color Macintosh II Video Card and Qume CrystalPrint Publisher laser printer; running System 6.0.4 and Finder 6.1.4.

**List Price:** \$395

As the Macintosh has evolved software has inevitably become more complex. With the atOnce! (version 1.00) accounting package, Layered has carried the complexity to such a degree as to make it less accessible to Macintosh Plus users.

The program and HyperCard tutorial are archived on four diskettes with a commercial version of StuffIt. I deplore this trend in delivering software. I'd hate to think this was done to save the cost of a few diskettes! A program priced at \$395 shouldn't be that miserly.

Unstuffing on a Macintosh Plus takes 25 minutes, which isn't productive for a small-



business owner. And if you have problems, like I did, you'll have to do it again. After installation, I was surprised to see the atOnce folder took more than 5MB of disk space.

The documentation is complete and includes a 90-page *Guide to Getting Started*, a 1.25-inch thick users guide, and an addendum to the manual. All documentation includes warnings not to proceed without first running the HyperCard tutorial. Although familiar with Macintosh accounting programs, I followed the advice. On my Macintosh Plus, I got seven cards into the stack before the system locked up, apparently because System 6.0.4 requires HyperCard 1.25. Installing HyperCard 1.25 cured the problem, but the conflict didn't occur on a Macintosh IIcx.

Proceeding without benefit of the HyperCard tutorial, I found that the help screens and manuals repeat much of the same information. Although the tutorial is well done, I think if you're familiar with any computerized accounting procedure, you can skip it and work through the manuals.

The manual suggests starting with one of many built-in charts of account, and I selected "Quickstart." I entered a "new company," including fiscal year information and the format of my account numbers. When all information is accepted, atOnce creates a set of files specifically for the company.

I opened my new account list to customize it with company accounts and found the screen fonts were illegible. The File menu has a place for "preferences" and can set defaults for any font and size installed. The problem may have been caused by an aborted first installation attempt. I was careful to have the recommended fonts installed, but was unable to find a 10-point

Monaco. Throughout my problems, though, customer support people answering Layered's toll-free line were patient and understanding (CompuServe EasyPlexes can be sent to User ID number 72677,1751).

If you purchase atOnce to do payroll, you'll find the required tax tables are not included. The first set is "free" with an enclosed coupon. To keep abreast of changes, however, you'll need the annual update service, which costs \$99 per year. Replacing demonstration tables with 1990 tables used another installation routine, but this one went much smoother.

After the installation chores, the work of setting up an accounting system went smoothly. And atOnce provides almost unlimited accounting functions. You can operate multiple companies without consolidating. This can be used for subsidiaries or profit centers within a company. Unlimited numbers of accounts and transactions are permitted. You can print accounts payable checks automatically or manually. The accounts receivable function calculates sales tax and discounts, and prints invoices and statements. Furthermore, atOnce can write payroll checks and automatically calculate federal, state and local withholding taxes. In short, it does everything a good manual accounting system does but faster and more accurately.

The downside is that the program uses a lot of disk space. Layered estimates that two years of data could take 2MB. Since the tutorial takes more space than the program, it is wise to discard it when you're finished.

If you try running atOnce on a Macintosh Plus with a 20MB hard disk, you'll be disappointed. Optimum performance comes with a higher-speed machine (or an accelerated SE), extra memory and an external drive using SyQuest's 45MB removable media.

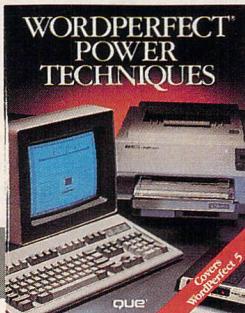
Nevertheless, if you need an accounting program and can live within the restrictions outlined, you won't find a better one in this price range. ◀

**Reviewed by Anthony Watkins**

Anthony Watkins is a writer and photographer who has published many articles on both photography and computers. He currently is president of Snowflake Snapshots in Englewood, Colorado.

# Book Reviews

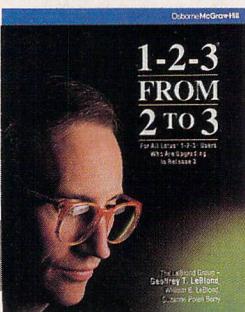
Following are summaries of book reviews available for reading this month in *Online Today*. To read the complete reviews, type GO OLT-240 at any CompuServe Information Service prompt.



## WordPerfect Power Techniques

By Ralph Blodgett  
Que Corp., 1989  
508 pages, \$21.95 (softcover)

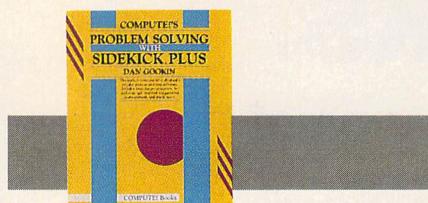
Written by the forum administrator of CompuServe's WordPerfect Support Group (GO WPSG), this book draws on the expertise of forum members for pages and pages of useful tips for beginners and experts alike. Reviewer Lindsay Van Gelder says the book serves as a seamless springboard to the online support group and recommends that WordPerfect users keep a copy close to their modems. *GO OLT-5700*



## 1-2-3 From 2 To 3

By Geoffrey T. LeBlond  
Osborne/McGraw-Hill, 1989  
650 pages, \$24.95 (softcover)

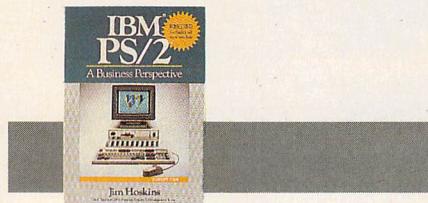
Lotus 1-2-3 users taking the leap from Release 2.0 to 3.0 will find professional help in this book from a renowned expert, says reviewer Franklyn Jones. Instead of discussing the program's features, the author presents them in the context of various application examples. *GO OLT-5710*



## COMPUTE!'s Problem Solving with SideKick Plus

By Dan Gookin  
COMPUTE! Books, 1989  
291 pages, \$19.95 (softcover)

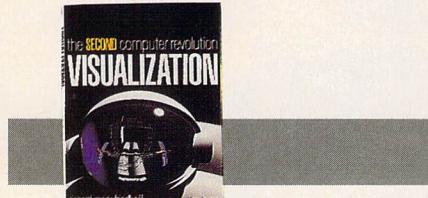
This book contains installation tips, hints for programmers and a wealth of other material not included in Borland's documentation for SideKick Plus. Reviewer John Edwards says it is a good book with a poor title, because it functions more as a tutorial than a problem-solving text. *GO OLT-5720*



## IBM PS/2: A Reference Guide

By T.J. Byers  
Intertech/McGraw-Hill, 1989  
316 pages, \$24.95 (softcover)

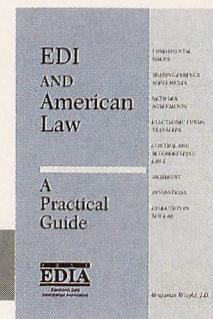
If you're in the market for an IBM PS/2 system, this is the book for you. Reviewer James Moran says this practical, useful guide will help lessen the risk of choosing an inappropriate model from the PS/2 line. *GO OLT-5730*



## The Second Computer Revolution: Visualization

By Richard Mark Friedhoff  
and William Benzon  
Harry N. Abrams Inc., 1989  
214 pages, \$49.95 (hardcover)

It may have a slick look and an upscale price, but reviewer Anthony Watkins praises this useful coffee table book for its intriguing text and compelling photographs. *GO OLT-5740*



## EDI and American Law: A Practical Guide

By Benjamin Wright, J.D.  
Electronic Data Interchange  
Association, 1989  
114 pages, \$69.95 (softcover)

Electronic Data Interchange (EDI) is fast becoming a preferred method for exchanging business information, but legal questions abound. Reviewer Sharon Kahn finds this text challenging and useful and recommends it not only to attorneys but also to business executives. *GO OLT-5750*

Ray Duncan  
Ross P. Nelson  
Andrew Schulman  
M. Steven Baker  
Charles Petzold  
Stephen R. Davis  
Robert Moote

EXTENDING DOS

## Extend Your Reach

Editor Ray Duncan and a host of IBM experts show you how to increase your power in **Extending DOS**. Use expanded memory, DOS extenders and more to create new powerful and flexible applications. From Addison-Wesley. \$22.95 **GO WB**

**Walden\*COMPUTER\*Books**

GO OLI for more information.

TO VISIT  
OUR ON-LINE  
CATALOG, TYPE:  
GO OI

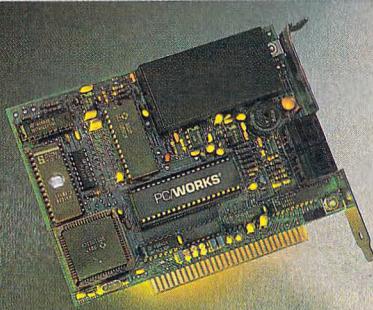
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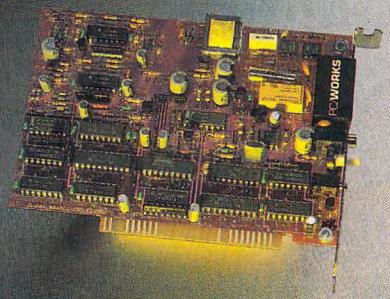
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(expandable to 12 MB), 65 MB/28 MS hard disk, high resolution plasma screen, and *MORE!* Outperformed both Compaq and IBM in extensive tests.

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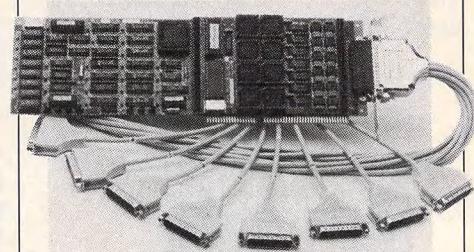


**805/650-0188**



**ONLINE**  
STORE

# Multi Line BBS Information Host System



The On-Line Store has announced the first reasonably priced professional Bulletin Board/E-Mail System that instantly transforms any IBM or compatible computer into a secure, reliable Information Host System.

### Multi-User On-Line Databases

A flexible database feature provides the virtually unlimited organization of either structured or unstructured databases, each with its own "Key-Word Search" capabilities.

Features like these, combined with a fully integrated Electronic Mail System, make this complete and comprehensive package the only choice for any serious business application.

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There's no reason to limit yourself to "snail's paced speeds." Now a simple software setup allows you to configure various modems at different baud rates on up to 32 dial-up telephone lines at speeds from 300 to 19,200 BPS and beyond.

A list of hundreds of systems presently on-line include many major corporations, along with hundreds of successful start-up firms. All report their complete satisfaction with this unique product; it runs under nothing more than DOS.

Extensive upload options allow the organization and presentation of data, graphics, text and program files into an easy-to-use download library available to users so authorized.

On-Line's system installs within minutes right out of the box, and comes with a 30-day money-back guarantee.

### If You Need More Information

To learn more about this revolutionary software system, call Bill Jones at 805/650-0188. For the nominal fee of \$10, he'll arrange to have demonstration disks, full documentation, case studies, a comprehensive "how-to" handbook, and information about the On-Line Store's exclusive "instant business" add-on modules rushed to you via return mail.

**ONLINE**  
STORE

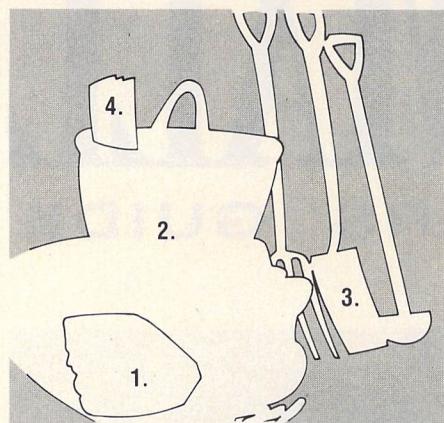
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and Services.

# GO MALL

## SHOPPERS' GUIDE





Explore nature. Challenge yourself with a new adventure. Partake in your favorite pastime. Go fishing. Play ball. Tee off. Pack for an amorous picnic in the park for two. Plant a garden. Spring has sprung—get thee to the great outdoors.

**1. Rawlings catcher's mitt and fielder's glove.**

Play ball!

From The Sport Source. GO SS  
\$79.99 and \$74.97.

**2. Concert basket for two.**

Includes a woven willow basket, two plastic plates, two sets of plastic flatware and two acrylic wine glasses. Also, a 28-inch square cotton coverlet, adapted from 19th-century prints in the Museum's collection, and 25 coordinating paper napkins.

From Museum of Fine Arts, Boston. GO FA  
\$49.50. Members \$44.55.

**3. Spea & Jackson garden tools.**

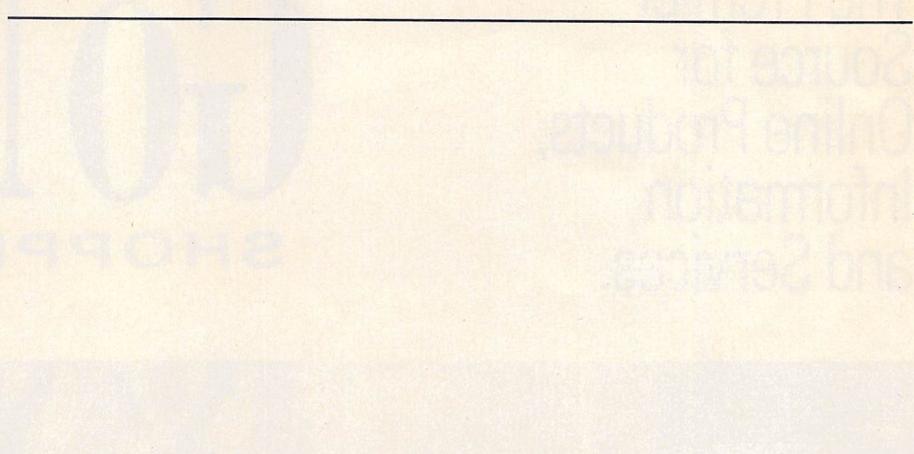
For those who think stainless steel is a bit much, tools built to last, from England's highest-quality tool maker. Spea & Jackson spade (\$40.95), digging fork (\$44.94) and edge cutter (\$24.95).

From Williams & Eeden Garden Center.  
GO WE

**4. The USA at Play.**

A special section for outdoor sports and leisure fans found each week in *USA Today*. Focuses on the different ways people play, from rock climbing to fishing to frisbee. Subscribe online.

From *USA Today*. GO UT



**Shop for free at select stores every weekend in April.**

"Get To Know The Mall" continues with more free connect time. Every weekend in April, a new group of Mall stores will be spotlighted. CompuServe picks up the connect-time tab at featured stores from 12:01 a.m. EST, Saturday, through 11:59 p.m. EST, Sunday. For complete details, see "Get To Know The Mall" free shopping schedule on page 62.

**Win a vacation in Vail from CDA Computer Sales.**

"CDA Computer Sale's 10th Anniversary Celebration" continues! Make a purchase with CDA, or request one of CDA's free print catalogs, and your name automatically will be entered in the "CDA 10th Anniversary Giveaway." First prize? An all-expenses-paid vacation to Vail, Colo. Enjoy one full week of skiing, hiking, rafting or golf—the choice is yours. No purchase necessary. For complete contest details, GO CDA.

**Explore AT&T's toll-free listings of outdoor adventures—free.**

Looking for adventure? Consult AT&T's toll-free 800 directory—connect-time free! Find toll-free listings for outdoor recreation, including more than 50 listings for raft and river trips ... more than 25 dive locations ... more than 100 campgrounds coast to coast. Browse the entire list, or search by state. From equestrian supplies to outboard motors, from bicycles to windsurfing equipment and supplies. AT&T has your number!

To start planning your next adventure today, GO ATT.



**Save 10 percent on Florida's finest.**

April only! Save 10 percent on all valencia orange orders. Discover Florida's finest juice orange. Discount applies to deluxe assortments, gift baskets and orange/grapefruit mixes. Available in one-fourth-, one-half-, three-fourths-, full-, and one and one-half-bushels. All prices include shipping and delivery.

From Florida Fruit Shippers. GO FFS

**CompuServe Spring Sale extends through April.**

Shop for CompuServe merchandise through April and save on everything from offline guidance for online sessions to CompuServe apparel and desk accessories. All CompuServe specials appearing in last month's *CompuServe Magazine* hold until the end of this month, including a free Network Nation poster for CompuServe merchandise totaling more than \$35 and a free clock calendar for orders greater than \$50. Learn how to get a Users Guide for practically nothing, too. For the best in what's CompuServe, GO ORDER.

**A.B. Shop JCPenney for fashions, quality and value.**

Now, look smarter than ever! JCPenney has opened in your neighborhood, online at The Mall. Shop around the clock for women's and men's apparel, electronics, exercise equipment and more from the online store. Spruce up your spring wardrobe. For her, consider a nautical skirt, pleated pants or cotton nautical sweater. For him, select a Stafford blazer, St. John's Bay casual pants or Hunt Club pull-over shirt. Check out JCPenney's Electronics department, too. Among the products featured are a Novatel cellular phone, a portable CD player and a Sharp camcorder. For the fitness-minded, there are Proform treadmills, steppers, pedometers and Reebok footwear. Merchandise is updated frequently, so stop by often. You get quick delivery, usually within five to seven days. Everything you buy at JCPenney is guaranteed. Plus, you are guaranteed JCPenney's lowest price on all purchases. You also can order any item from the *JCPenney Spring and Summer Catalog* with easy-to-use electronic ordering.

#### Catalogs and charge applications, too.

Shoppers also can order JCPenney catalogs online. Order the new 1990 *Spring and Summer Catalog* for only \$4 and receive a \$5 merchandise certificate. More than 1,000 pages of everything from baby goods to sporting goods, from towels to tools. Place an order totaling \$30 every six months and JCPenney's big catalog is yours free of charge! Also offered online are many JCPenney specialty catalogs, including *Men's Rugged Workwear*, *Bridal* and *Maternity Wear/Infant*. Shoppers also can request a charge application.

### A week of free connect time

**A WEEK OF FREE CONNECT TIME.**  
JC Penney invites you to go on a Spring Shopping Spree. Connect time is free for a full week in April! Explore the store at your leisure anytime from 12:01 a.m. on April 15 through 11:59 p.m. on April 22. For value and quality, GO JCP.

*JCPenney's grand-opening free-connect weekend: April 7 and 8*

#### C. Publishers Clearing House offers super savings

**C. Publishers Clearing House offers super savings.** Subscribe to more than 300 magazines online at America's No. 1 source for magazine values—Publishers Clearing House. All prices are guaranteed unbeatable. Whatever your interest, Publishers Clearing House has you covered. Stay on top of the news with *Time*, *Newsweek* or *U.S. News & World Report*. Go star trekking with *People*, *Us* and *Interview*. Globe trot with *Travel & Leisure*, *Islands* or *European Travel & Life*. Or see America first with *Alaska*, *California* and *Texas Monthly*.

For armchair scientists, there is *Omni*, *Scientific American* or *Discover*. Science fiction fans can journey to other worlds with *Analog*; while investors can take a gamble on the market with *Penny Stock Journal*. Opt for computer books, such as *Byte* and *Compute!* Or score big with sporting publications, such as *Baseball Digest*, *Motor Trend*, *Flying* and, of course, *Sports Illustrated*. And choose from *Playboy*, *Life*, *Rolling Stone*, *TV Guide*, *Consumers Digest* and even *Garbage*, the environmental journal. Subscribe or send a gift subscription through Publishers Clearing House's gift-ordering service. Speaking of gifts, many of the magazines featured have a free gift for you with your paid subscription. You will find a complete listing online. Also online is your chance to be the next Publishers Clearing House multimillionaire! The \$10 Million Super Prize is waiting to be claimed. Request a no-obligation official entry form and rules online.

For super savings on super magazines, GO PLIB

*Publishers Clearing House's grand-opening, free-connect weekend: April 14 and 15*

Protect your credit status at **TBW Credentials**

Protect your credit status at TRW Credentials. When was the last time someone requested your credit report? Who was it? What did they find out? If you don't know, visit TRW Credentials. An information services operation offered by the nation's leading credit-reporting bureau, TRW Credentials can help you maintain vigilance over your credit status.

With TRW, a new degree of financial convenience, confidence and control is at your command. Sign up for TRW's service online through an easy electronic application. Your risk-free membership will be activated. You will receive a copy of your credit report quickly with an explanation of its contents, a financial profile form, free credit card registration and a membership card. Plus, you will be notified every time someone receives a copy of your TRW credit report during the course of your membership. Enroll online and receive a free solar calculator, too! The cost? Only \$35, unconditionally guaranteed. If you are dissatisfied at any time, you can write for a complete refund—no questions asked.

Your credit rating is a valuable asset. To protect it, GO CBE.

*TRW Credentials' grand-opening, free-connect weekend: April 7 and 8*



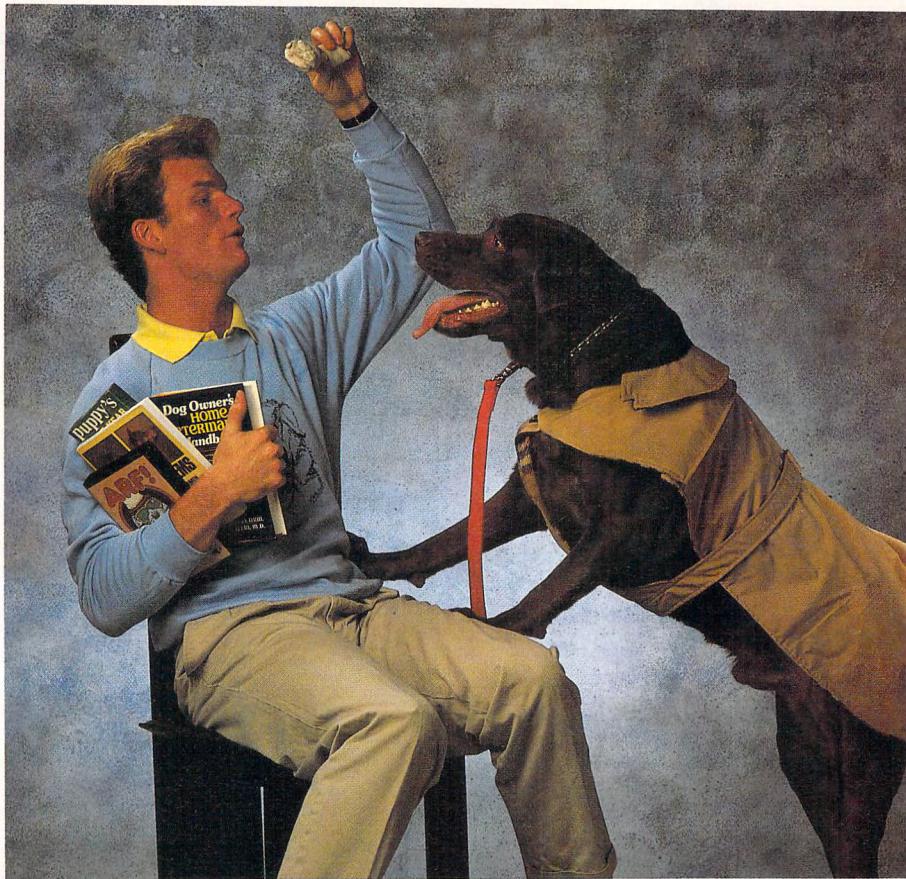
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B



5



A



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D



C



E

**A. Tall Tails for pets and pet people.**

Calling all dogs, cats, birds, hamsters, ferrets and fish! Tall Tails, a specialty pet supply store that's won admirers from all over the animal kingdom, is open. Now you and your master can shop for pet products and supplies online. How about a new habitat? Tall Tails has cages for hamsters, birds and rabbits, and aquariums for fish. Stepping out? Tall Tails will dress you to the nines with colorful leashes, monogrammed collars, stylish protective raincoats, warm woolly sweaters, clever T-shirts, even waterproof boots. For the pet on the go, there are car seats and kennels in every size for every breed.

Tall Tails also offers a selection of books and videos covering everything from house-training to breed history. Also offered online is a collection of gifts for pet lovers including sweatshirts, stoneware breed mugs and animal notepaper.

For pet products and supplies, GO TT.

*Tall Tails' grand-opening, free-connect weekend: April 21 and 22.*

**B.C.D.E. Contact Lens Supply offers savings, service.**

Lost a lens? Don't despair! Contact Lens Supply (CLS), the largest provider of contact lenses in the country, offers replacement lenses online at affordable prices. With an inventory of more than 55,000 lenses from leading manufacturers, such as American Hydron, Bausch & Lomb, CIBA, Cooper Vision and Sola/Barnes Hind, perfect vision is just a keystroke away. Daily wear, extended-wear, bifocals, disposables and gas-permeable lenses are available at savings up to 65 percent. At prices this low, now you can afford to purchase a spare pair before your current lenses are lost or damaged.

First, obtain a copy of your complete contact lens prescription. Then mail or fax it to CLS to register your prescription in CLS' system. CLS will assign a locator number, which will be sent to you via CompuServe Mail, along with price and availability. At that time, you can either order online or use CLS' toll-free telephone service. Plus, we will keep your prescription on file, making future orders quick and easy. Lens care products also are available.

To see 20/20, GO CL.

*Contact Lens Supply's grand-opening, free-connect weekends: April 7 and 8, 14 and 15.*

Type 99 after any Mall merchant's GO command (i.e., GO CE99), and zip right to a list of that merchant's products featured in Go Mall.

**A. Paul Fredrick, the best shirts for less.**

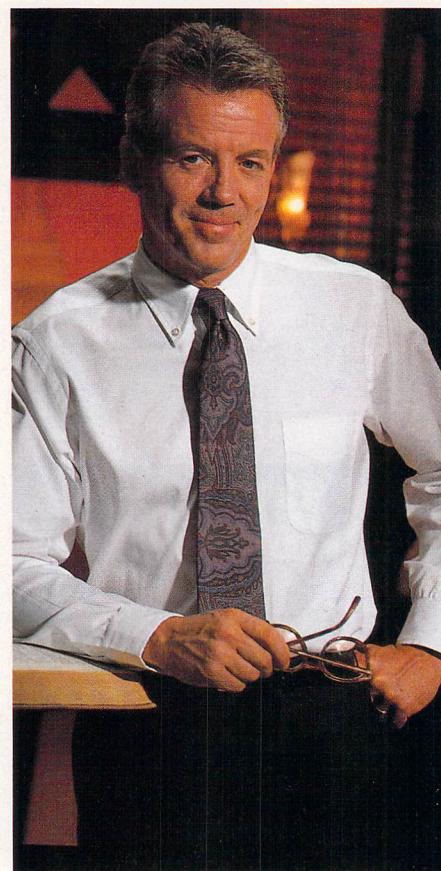
If you ever have bought an expensive pinpoint Oxford dress shirt from any of the better men's stores in the country, odds are good that you already own a Paul Fredrick shirt. With the store label sewn in, these shirts usually retail for more than \$50. Now the Paul Fredrick Shirt Company offers you the opportunity to purchase the same impeccably tailored shirts for less. The only difference is a label ... and a lot of money.

Offered are pinpoint Oxford cotton shirts made of the finest imported dress-shirt fabric, heavyweight Cambridge Oxford shirts built to last, lightweight Egyptian cotton broadcloth shirts. All are found at Paul Fredrick, located in a small town in Pennsylvania, where generations of fine-tailoring experience go into every shirt.

Browse online or request a free copy of Paul Fredrick's *Spring/Summer 1990 Catalog*. Select a classic button-down or an English tab collar. Opt for button cuffs or French cuffs. Select a solid or a bold new stripe. Personalize your shirts with a stitched monogram. The choice is yours. If, for any reason, your selection does not meet your expectations, return it for a prompt refund of the purchase price.

To dress the best for less, GO PFS.

*Paul Fredrick Shirt Company's grand-opening, free-connect weekend: April 21 and 22.*



A

**B. Let Create-A-Book make your child a star.**

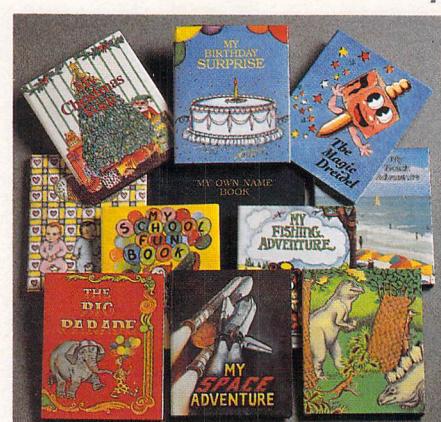
Imagine your child's pleasure at discovering that he or she is the star of the storybook he or she is reading! With Create-A-Book, your child becomes the hero because each book is customized to include your child's name, age, hometown and friends. The colorful 36-page, hard-cover books are printed by a laser printer and are sure to become treasured keepsakes.

A variety of adventures and seasonal stories are offered. In *My Space Adventure*, your child builds a space ship and pilots it to the planet of Love. Your child is the guest of honor at a party in *My Birthday Surprise*. In *My Dinosaur Adventure*, your child explores the Land of the Dinosaurs. The choice is yours!

Request a free brochure or complete the easy electronic form.

For keepsake gifts guaranteed to last a lifetime, GO CK.

*Create-A-Book's grand-opening, free-connect weekend: April 21 and 22.*



B

**C. Prevention Systems offers weight-loss and nutrition products.**

Prevention Systems introduces NANCI, a line of products designed to supply optimal quantities of substances required for four age groups: child, teen, adult and senior.\* All contain a unique, 100 percent water-soluble fiber.

Also featured online are weight-loss and weight-gain products. For weight-gain, Prevention Systems offers Gain-It, a nutritionally balanced supplement designed for the underweight. For weight-loss, there's Lose-It, a supplement that adds soluble fiber and low-calorie volume to a nutritionally balanced diet. Lose-It is available in vanilla, chocolate or unsweetened. A 40-serving canister of either is \$44.95. Among the other products featured are Super Fiber Capsules (\$29.95 for 180 capsules) and Luv- and Lose-It tablets (\$39.95 for 170 tablets.) Prevention Systems offers a full money-back guarantee on all products within 30 days of purchase.

To get in tip-top shape inside and out, GO PS.

\*Medical supervision is important when considering any nutritional or weight-loss program. Please contact your physician before beginning this or any program.

*Prevention Systems grand-opening, free-connect weekend: April 21 and 22.*



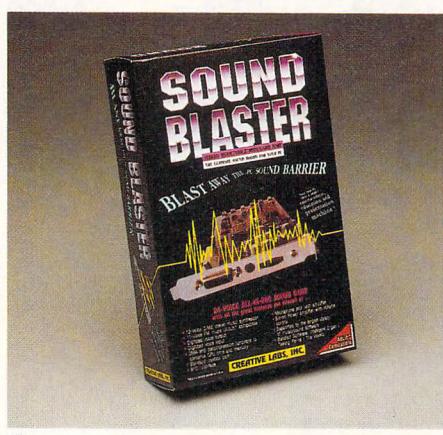
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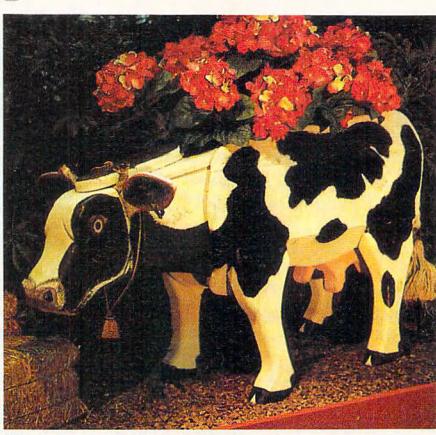
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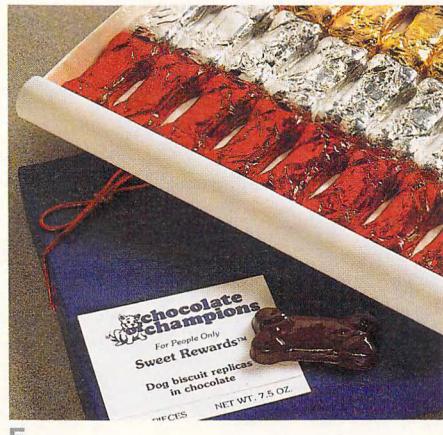
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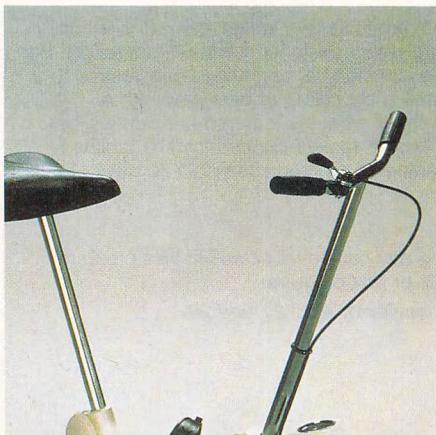
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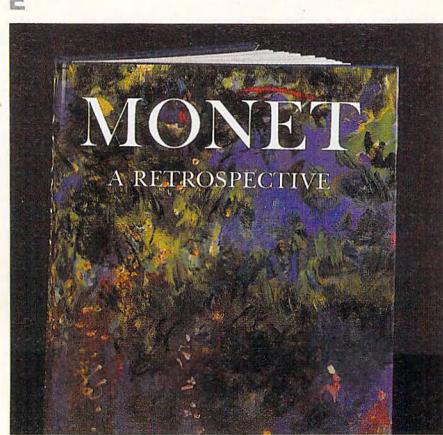
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E



F



G

## HOT TICKETS

New for the '90s.

**A. Webster's Ninth New Collegiate Dictionary for the Macintosh.**

Finally, a college-level dictionary for the Macintosh that includes spoken pronunciations! This CD-ROM edition contains almost 160,000 entries and 200,000 definitions. \$5 shipping and handling.

From The CD ROM Store. GO RS  
\$119.97.

**B. Voice-mail home answering machine.**

The only home telephone device that records calls separately so that your home-business, children or other family members receive messages independently. Features include one-touch playback, private access codes, time/day stamp and call screening.

From Hammacher Schlemmer. GO HS  
\$199.95.

**C. Soundblaster from Creative Labs.**

Turn your PC into a super entertainment, education and presentation machine. Supported by library of music/sound software. From Computer Express. GO CE  
\$199.

**D. Bloom 'n moo cow planter.**

Perfect indoors or outdoors. Sculptured in rough-sawn cedar and pine, this cute critter stands 42-inches by 24-inches by 14-inches. A must for all cow lovers. Includes UPS delivery. From Williams & Eeden Garden Center. GO WE  
\$249.95.

**E. Chocolate dog bones.**

Exactly 30 foil-wrapped solid chocolate replicas of dog biscuits. A gift box of dark chocolate, milk chocolate and mint chocolate.

From Some Things Special's Unique Boutique. GO SP  
\$13.95.

## DOLLARS OFF

Products at plummeted prices.

**F. Tunturi Home Cycle 3-S.**

Affordable fitness that incorporates many of the features of Tunturi's most advanced testing ergometers. Built-in speedometer/odometer for monitoring speed and distance pedaled. \$25 delivery in the continental United States. From Push Pedal Pull Fitness. GO PPP  
List Price: \$159.

On Sale: \$139. Through April 30.

**G. Monet: A Retrospective.**

Selected writings from classic authors of Monet's day and modern critics. Hardcover. 384 pages. Includes 128 full-color illustrations.

From Museum of Fine Arts, Boston. GO FA  
Originally published: \$75.  
Now: \$34.95. Members \$31.45.

## SEASONAL PICKS

Remembering Mama on May 13.

**A. Waring professional kitchen blender and a free cookbook!**

Makes mom's favorite drink, milkshakes, even pancake batter and whipped cream. Commercial-quality. Features include heat-resistant, 40-ounce clear glass container with removable blade assembly, heavy-duty, two-speed motor, chrome base. Includes a free copy of *What's Cooking* by Burt Wolf.

From The Chef's Catalog. GO CC  
\$99.99.

**Crystal and blooms bouquet.**

Covered bowl made of 24 percent lead crystal, expertly crafted in West Germany and filled with fresh carnations, chrysanthemums and alstroemerias.

From Walter Knoll Florist. GO WK  
\$40.



A

**B. Single rose in a crystal vase.**

An attractive gift box containing a single red rose and a clear crystal bud vase. Delivery by Federal Express included.

From The Flower Stop. GO FS  
\$29.95.

**C. Keepsake box.**

For the new mom, a silver-plated and enamel keepsake box. The perfect place for a child's first lock of hair or first tooth. 2.5-inch diameter.

From Museum of Fine Arts, Boston. GO FA  
\$28. Members \$25.20.



C

**The pinafore gown.**

A return to romance — in pure white cotton. Softly trimmed with lace. Spaghetti straps and button front. From Body Drama. Mid-calf length. Sizes small (6-8), medium (10-12) and large (14-16).

From Spiegel. GO SGL  
\$29.

**D. Pink rose and ribbon ballotin.**

A lovely, dusty pink, silk rose and matching satin ribbons adorn a 1-pound selection of opulent milk and dark chocolates.

From Godiva Chocolates. GO GC  
\$27.

**Sweet tooth tease.**

Share Mother Nature's Bounty with Mom this Mother's Day! This unique gift starts with hand-personalized Rent Mother Nature leases. At least 50 ounces of 100 percent pure maple syrup in the spring and 20 ounces each of four natural honeys (raspberry, blueberry, thyme and cranberry) in the summer guaranteed — more if Mother Nature is bountiful! Details of this gift-giving program online. From Rent Mother Nature

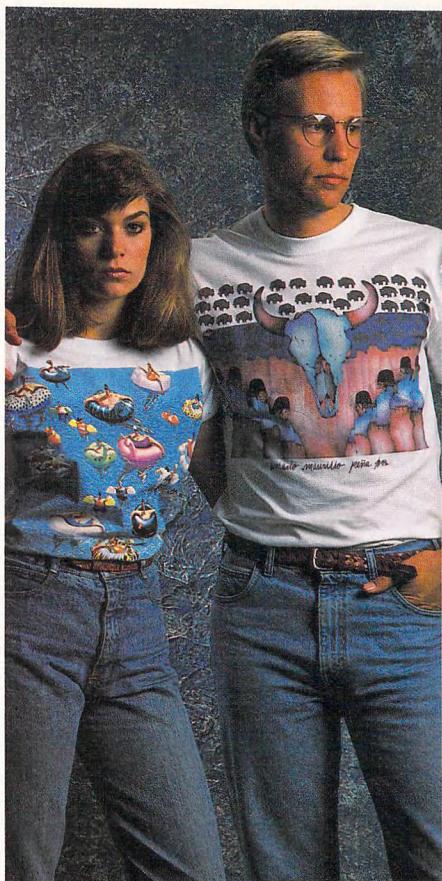
\$87.

Type 99 after any Mall merchant's GO command (i.e., GO CE99), and zip right to a list of that merchant's products featured in Go Mall.



B

D



A



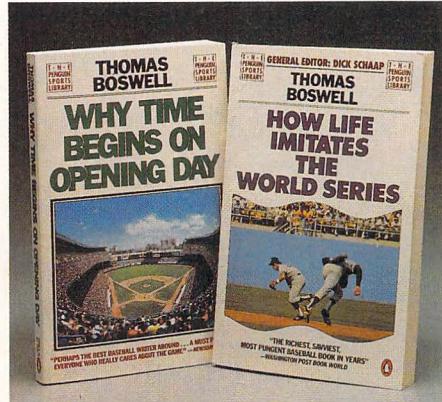
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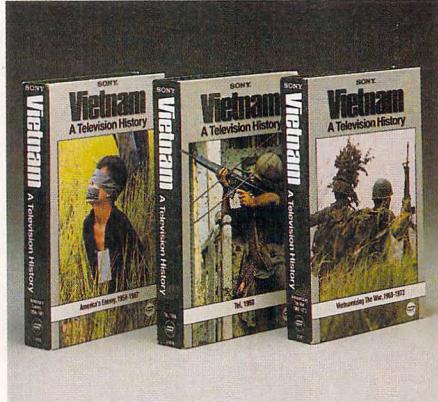
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E



F

#### A. T-shirts with a Southwest twist.

State-of-the-art silkscreen T-shirts of 100 percent cotton with Southwestern motifs. Designs include Airstreams in Cactusland, Coyote Moondance and Misconceptions of Texas. Adult sizes small, medium, large and extra-large. Some designs available in children's sizes, too. Free full-color brochure. From Artwear Outwest. GO AO \$24.

#### B. California delivered to your door.

Take a tastebud-tempting trip to The Fog Bank, Coffee, Anyone ???'s innovative store within a store. The best of California is only a keystroke away! Featured foodstuffs include Ghirardelli chocolate, Goldrush sourdough bread mix and a gourmet honey sampler. From Coffee, Anyone ??? GO COF

#### C. Sunblocks.

Including Child Garde SPF 30 Sunblock, 4 ounces (\$7.49), and Cancer Garde SPF 33 Sunblock, 4 ounces (\$8.49). **Bug and tick guards**, such as Off maximum-protection insect repellent (100 percent DEET), 1-ounce pump spray (\$3.49), and Tick Garde tick repellent spray, 6-ounce aerosol (\$7.99). From The Court Pharmacy. GO RX

#### D. All That Jazz from Windham Hill.

Featured releases include Denny Zeitlin's *In the Moment*, Andy Narell's *Little Secrets*, Ray Obiedo's *Perfect Crime* and Billy Child's *Twilight Is Upon Us*.

From Windham Hill. GO WH  
\$10 each. CD.  
\$7 each. Cassette.

#### E. The Penguin sports library.

Featured titles include *The Heart of the Order* (\$8.95), *How Life Imitates the World Series* and *Why Time Begins on Opening Day* (\$7.95 each), all by Washington Post sports columnist Thomas Boswell. Also, *It Ain't Cheating If You Don't Get Caught: Throwing a Spitter, Corking a Bat and Other Fundamentals of Our National Pastime* by Dan Gutman (\$7.95) and *The Summer Game* by Roger Angell (\$7.95). From Penguin Books. GO PB

#### F. Vietnam remembered.

The Time-Life Vietnam video series. The award-winning PBS documentary is now available in a video series. See the chilling footage that made Vietnam the "television war." Examine the first video for 10 days, free. Complete club details online. From Time-Life Books. GO TL

#### Valeo—the ultimate workout belt.

Ergonomically engineered to meet the demands of today's fitness enthusiasts. Belt is ideal for biking, snow and water skiing, walking, jogging, running and weightlifting. Reduces back fatigue for longer, harder training sessions. Valeo 3-inch Allsports Belt (\$29.95), Valeo 4-inch Workout Belt (\$39.99), Valeo 6-inch Workout Belt (\$44.99). Custom lengths available at additional cost. From Push Pedal Pull Fitness. GO PPP

**A. Everything fore the golfer.**

Pictured here: the new B-1 Bomber driver — an Austad exclusive (\$159 each). Also online Senator golf balls (\$16.95/18 pack, multicolor and extra-large 68-inch golf umbrella (\$16.95).

From Austad's Golf Shop. GO AU

**B. Neon diver's watch.**

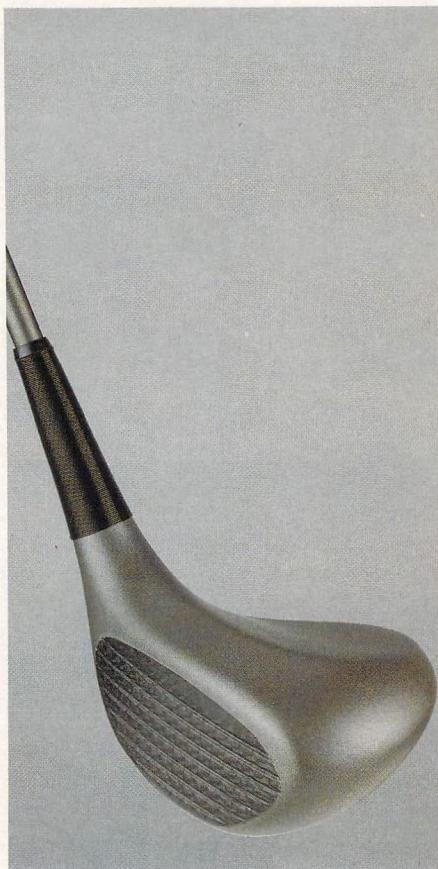
Sporty ZIANO quartz analog watch is fully waterproof. Great for the beach, the boat and underwater sports.

From Spiegel. GO SGL  
\$24.95

**Hawaiian holidays.**

Discover the advantages of luxury resort condominium rental. Spotlighted online are several Hawaiian properties, including Kahana Villa Resort on Maui, Kaluakoi Hotel and Golf Club on Molokai and Kanaloa at Kona on Kailua-Kona. Free information and toll-free booking.

From Endless Vacation Travel. GO EV

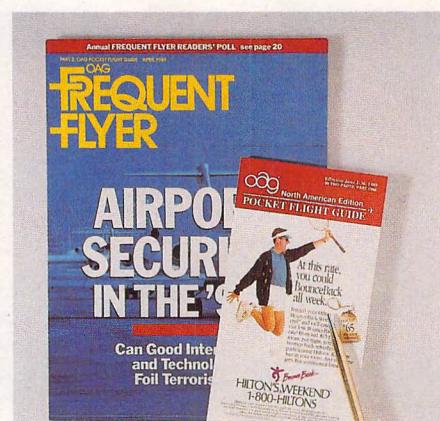


B

**C. The next plane out.**

Stuck in Heathrow? Stranded at Stapleton? Miss your connection at O'Hare? Consult the OAG Pocket Flight Guide for the next plane out. The handy guide is available in four editions. Updated monthly, the subscription price includes 12 issues of *Frequent Flyer* magazine. Available editions are North American, Europe/Middle East/African, Pacific Area and Latin American/Caribbean. Include \$6 for second-class delivery.

From The Official Airline Guide. GO OA  
\$59 each.

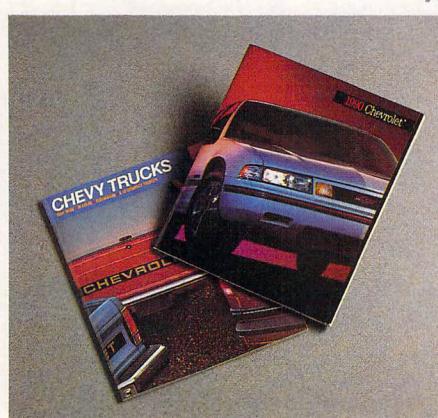


C

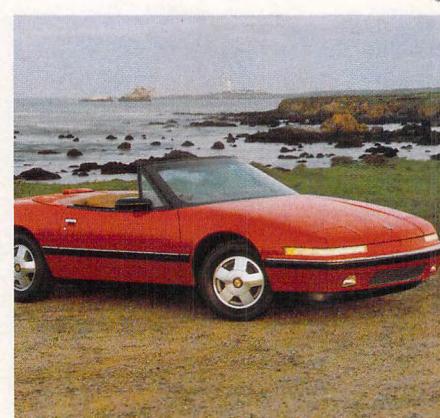
**D. Chevrolet offers free connect, brochures and classic car swap service.**

Visit Chevrolet and browse free of connect-time fees 24 hours a day, seven days a week through April 25. Request free full-color brochures for Chevy's 1990 cars, trucks and vans. Visit The Classic Car Lot, a free service where Chevrolet customers buy and sell classic Corvettes, Camaros and other vintage models. The new Geo line also is featured. Remember, the connect time is free!

From The Chevrolet Showroom. GO CHV



A



E

**E. Buick's car of the month.**

The Reatta convertible and hardtop. The premium American two-seater by Buick, Reatta offers the exhilaration of a sports car and the luxury of a Buick. Request a free brochure. Key new features for 1990 include: Three new exterior colors: Maui Blue, Light Driftwood and Gunmetal Gray. New instrument panel design with dark-finish trim plates, analog gauges, integral radio and push-button climate control.

New steering wheel with Supplemental Inflatable Restraint System standard.

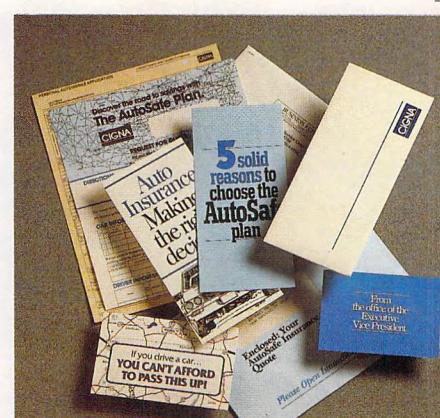
New Pass Key® anti-theft system.

From Buick Magazine. GO BU

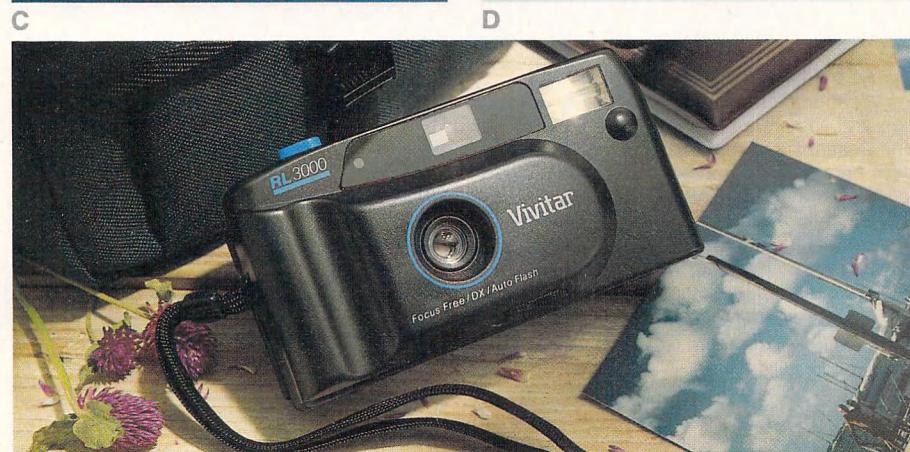
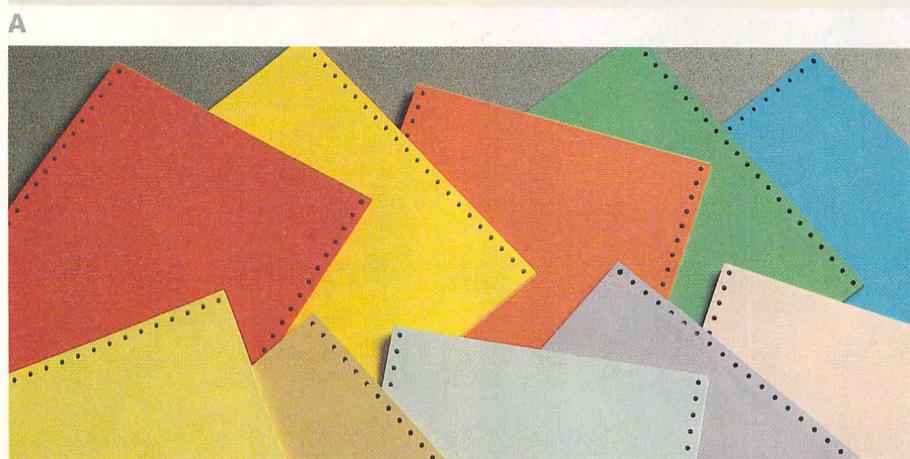
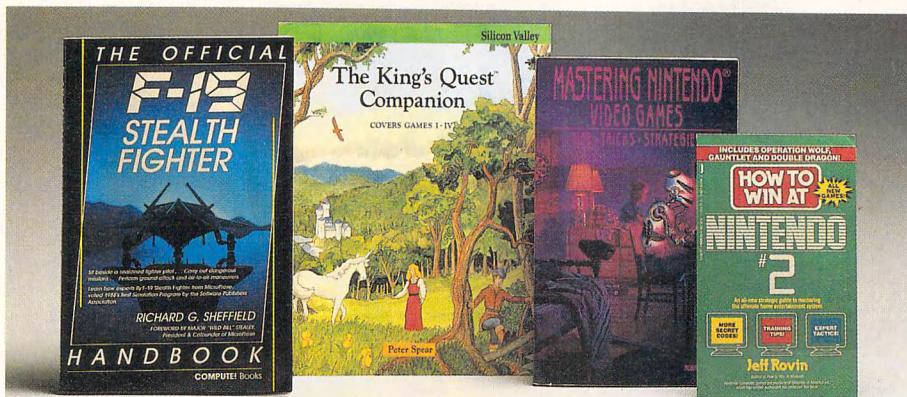
**F. An auto insurance primer.**

What's the difference between liability coverage and comprehensive coverage? Uninsured and underinsured motorist coverage? CIGNA deciphers auto insurance for you online. To learn what these and other terms mean, visit CIGNA online. While there, why not ask for a free auto insurance quote? As an added bonus, all who respond, will receive a free one-year enrollment in the CIGNA Road and Travel Club. No purchase necessary.

From CIGNA Insurance. GO CI



F



**A. Gaming books galore.**

**A. Gaming books galore.**

Give in to spring fever and play a game! Featured online are the latest in gamer guides, including *F-19 Stealth Fighter Handbook* \$14.95.

*King's Quest Companion* \$14.95.

*Mastering Nintendo* \$7.95.

*How to Win at Nintendo #2* \$3.95.

*Police Quest II Hints* \$7.95.

Many more.

From Walden Computer Books. GO WB

**B. Say it in color.**

Bright color printer paper. Create effective presentations with Direct Micro's 200-count, continuous-form, 8.5-inch by 11-inch, 20-pound bond paper in resilient yellow, orange, green, red and blue. Assortment pack includes 40 sheets of each color. Paper is micro-perforated for easy tear and smooth edge. Pastel sampler also available.

From Direct Micro. GO DM

\$11.95 per package, bright or pastel.

**C. Take to the skies.**

The remote-control Cessna. Developed in association with Chip Hyde, National Remote Control champion, and modeled after the famous Cessna 172, this is the radio-control airplane that international competition champions consider best for training. Preassembled and includes everything needed to fly. 33-inch wingspan, 14-inch length and 4-inch width.

From Hammacher Schlemmer. GO HS \$329.

**D. Advanced weather computer kit.**

Monitor wind speed and direction, indoor and outdoor temperature, barometric pressure, humidity and rainfall. The advanced weather computer also detects severe weather conditions and issues an audio and visual alert.

From Heathkit. GO HTH \$499.95.

**E. Vivitar's 35mm camera kit.**

Includes everything you need to take perfect pictures. Fixed focus means that everything from 4.9 feet to infinity is always clear. Other features include auto-loading film, auto-wind and rewind, built-in electronic flash, shutter lock and more. High-quality 35mm f5.6 lens. Camera kit includes camera, neck strap, carrying case, lens-cleaning kit, two AA batteries, 12-exposure print film and photo album. From Spiegel. GO SGL Only \$99.

Type 99 after any Mall merchant's GO command (i.e., GO CE99), and zip right to a list of that merchant's products featured in Go Mall.

**Order from CompuServe.**

Shop CompuServe's Spring Sale now through April 30 and save on CompuServe merchandise on pages 57 through 59. Users guides and software will help you get the most out of CompuServe online, while CompuServe apparel will keep you covered offline.

You'll find ordering instructions on page 59.

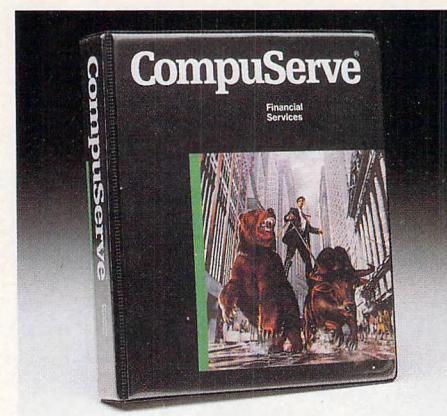
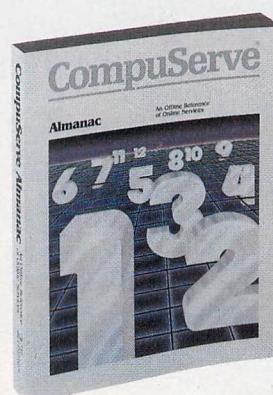
**CompuServe Users Guide, May 1988, edition.**

The definitive guide to the CompuServe Information Service. This fully indexed 200-page guide covers dozens of products including, CompuServe Mail, forums and the CB Simulator. Comes with a system configuration diagram and quick reference booklet. Get the guide and a \$10 usage credit for \$9.95. That's like getting the guide for free.

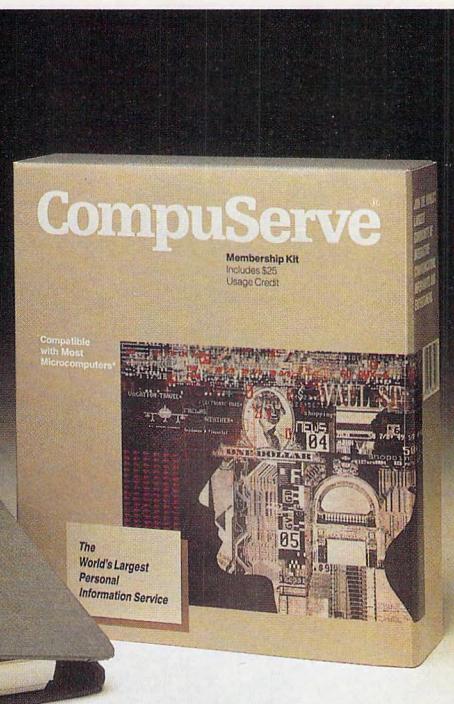
Includes a \$10 usage credit.

**Save \$5.**

\$9.95.



A



B

**A. CompuServe Almanac, fifth edition.**

Your offline guide to CompuServe's online services. Browse descriptions of more than 400 services arranged in easy-to-follow categorized listings. Quick reference words and surcharge information accompany each description.

List \$12.95.  
\$7.95.

**Save \$5.**

**B. CompuServe Financial Services Users Guide, July 1988, edition.**

Find how you can get current and historical quotes, identify investment candidates and copy financial information to your computer in a format that you and your software can use. A sound investment for new and experienced members.

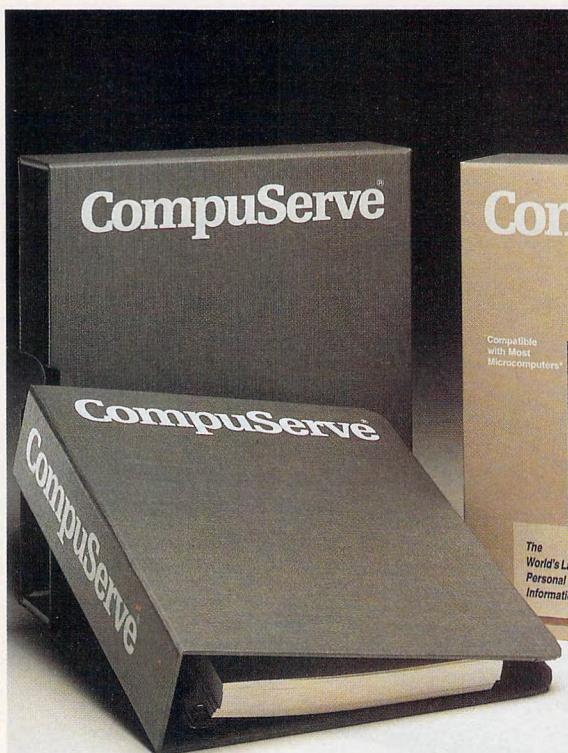
List \$13.95.  
\$10.95.

**Save \$3.**

**C. The CompuServe Membership Kit.**

For the friend, family member or business associate who wants to get online with CompuServe, this kit comes with a personal User ID number, password and a list of access numbers. It also includes the *CompuServe Users Guide*, a quick reference booklet, a system configuration diagram and a free subscription to *CompuServe Magazine*.

Includes a \$25 introductory usage credit.  
\$39.95.



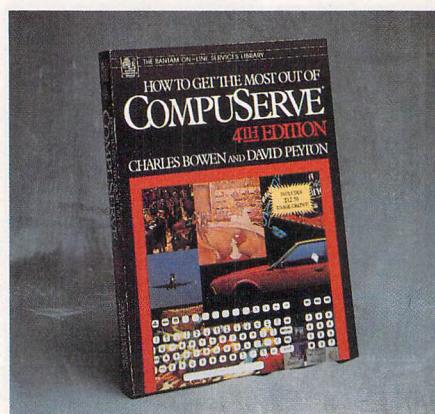
C

**D. How to Get the Most Out of CompuServe, fourth edition.**

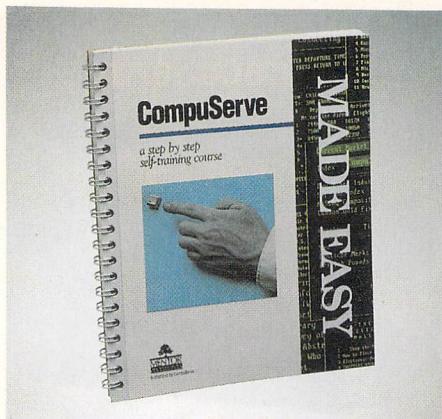
Explore the CompuServe community with this fun and informative book. Now in its fourth edition, this book's conversational tour of CompuServe's leading products continues to be favorite reading for members new to CompuServe.

Includes a \$12.50 usage credit coupon.  
List \$20.95.  
\$17.95.

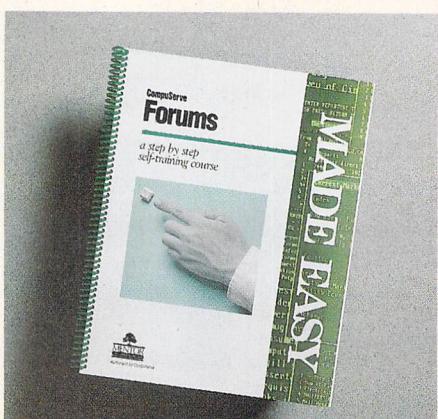
**Save \$3.**



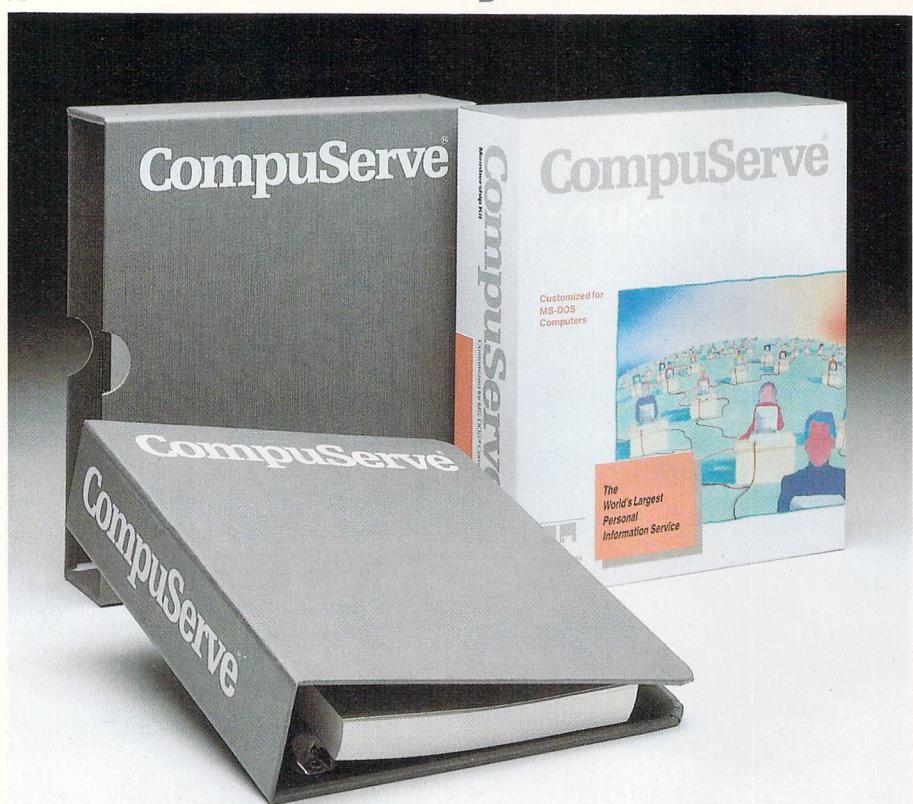
D



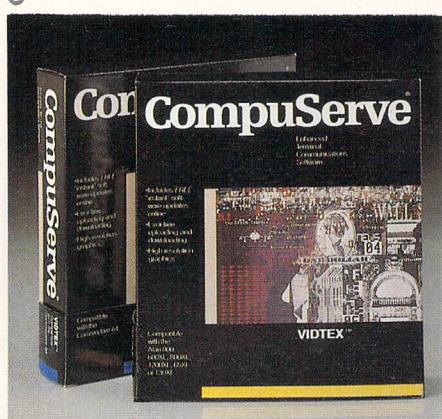
A



B



C



D

### Self-study courses.

Learn to use CompuServe services offline with Mentor Technologies' self-study courses. You will quickly pick up the skills and shortcuts enjoyed by expert members. Mentor's courses are geared to the way you think and work. Clear interactive examples, step-by-step instruction and usage tips make Mentor's courses a class offering.

#### A. CompuServe Made Easy.

New and novice members will find this an instructional overview of CompuServe. Learn the benefits of a service and the fastest way to use it in sections that include:

- Navigation and screen controls.
- CompuServe Mail.
- Forums.
- Executive News Service.
- Financial services.
- Research services.
- Travel.

Includes a \$20 usage credit coupon.

**\$39.95.**

#### B. Forums Made Easy.

In-depth instruction on the skills you need to get the most out of CompuServe's forums. Turn to this guide to master skills that include:

- Finding and reading forum messages.
- Transferring files.
- Composing messages, offline and online.
- Participation in conferences.

Includes a \$12.50 usage credit coupon.

**\$24.95.**

#### Online Research Made Easy.

Get the information you need from CompuServe's news and reference services using the techniques in this guide. Learn how to:

- Tap IQuest's more than 850 databases for business, government, research and news information.
- Start an electronic 'clipping folder' using CompuServe's Executive News Service.
- Get information about companies, including their performances and projections.
- Use powerful up-to-date demographics.
- Access PaperChase and Health Database Plus for medical information.

Includes a \$15 usage credit coupon.

**\$29.95.**

### Software.

Custom CompuServe software is unparalleled when it comes to getting the most out of every minute you spend online. All packages listed are fully supported by CompuServe.

#### C. CompuServe Information Manager, MS-DOS version.

A more intuitive way to use the CompuServe Information Service. A windowed interface, pull-down menus and dialog boxes make it easy to find and use information effectively. Take the Information Manager offline and there's more. Retrieve and store messages on your computer for offline review. Use a full-screen text editor to compose several messages offline and upload them at once. Includes a \$15 usage credit.

**\$24.95.**

#### D. VIDTEX for Atari and Commodore.

Get communications software that supports:

- Low- and medium-resolution graphics.
- Automatic log-on and menu navigation files.
- Error-free file transfers on CompuServe.

List \$39.95.

**\$19.95.**

**Save \$20.**

VIDTEX also is available for Apple II computers, the TRS-80 Model III and Color Computer. **\$39.95.**

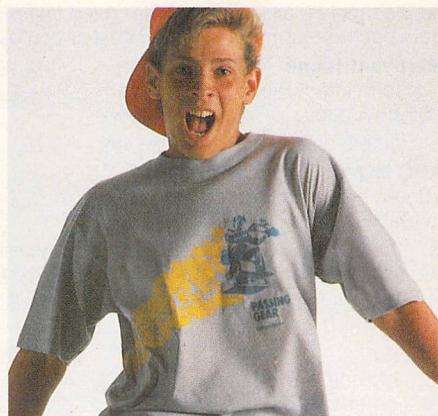
**A. CompuServe wristwatch.**

Swiss movement and quartz drive, each watch is guaranteed accurate within two minutes a year. Plus a genuine-grain ebony leather strap. Available in men's or women's styles.

List \$29.95.

Save \$4.95.

\$25.



A

B

**CompuServe system configuration wall chart, May 1988.**

Navigate the Information Service easily with this 33-inch by 34-inch poster. Features the top menu and all main sub-menus.

List \$3.95.  
\$2.50.

Save \$1.45.

**Higher Intelligence poster.**

This detailed rendering of the "higher intelligence" image, produced exclusively for CompuServe, will enhance any office or den. Poster is 18 1/2-inch by 24-inch. Limited supply. \$1.



A

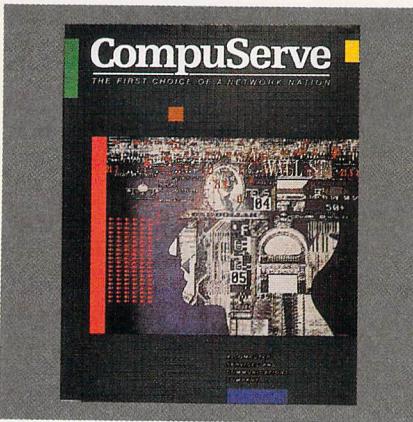
B

**B. Passing Gear T-shirt.**

Take advantage of a special sale price of only \$5 while supplies last. Extra large only.

List \$7.95.  
\$5.

Save \$2.95.



E

F

**C. CompuServe T-shirt.**

Cotton/polyester T-shirt silk-screened with the CompuServe logo. Available in light blue, navy blue and red. Adult sizes small, medium, large and extra large.

\$7.95.

**D. CB T-shirt.**

Available in navy blue, light blue and red (adult sizes small and extra large) and navy blue and red (adult sizes medium and large). Limited quantities available.

\$7.95.

**E. Free with \$35 order of CompuServe merchandise. Network Nation poster.**

A stylish rendering of the Information Age. Poster measures 23 1/2-inch by 29 3/4-inch.

**F. Free with \$50 order of CompuServe merchandise. CompuServe digital desk clock.**

A contemporary timepiece, mounted within a clear lucite desk stand for high visibility. Comes with a perpetual calendar.

**ORDERING INFORMATION FOR COMPUERVE MERCHANDISE ON PAGES 57-59**

To order, type **GO ORDER** at any Information Service prompt. This command also allows you to view descriptions and prices for CompuServe merchandise. This area is free of connect-time charges. Non-members may order by calling **800/848-8199**. Weekdays 8 a.m. to 10 p.m. ET. Saturdays noon to 5 p.m. ET. Based on the total price of merchandise, postage and handling is calculated according to the following scale and added to the total price.

Amount	Postage/handling
\$0 to \$.99.	\$.50.
\$1 to \$14.99.	\$2.50.
\$15 to \$49.99.	\$3.
\$50 and up.	\$4.

## International shipments:

Amount	Postage/handling
\$0 to \$19.99.	\$10.
\$20 to \$49.99.	\$16.
\$50 and up.	\$25.

All orders are subject to applicable state sales taxes. Canadian orders must add \$2.50 to all orders more than \$1.

# THE ELECTRONIC MALL DIRECTORY

The Electronic Mall Directory is designed to assist you with information about each of our merchants. All entries contain 3 lines as follows:

## Merchant Name [GO Code]

Description of Products/Services  
Billing Options Countries Served

An example entry would look like this:

## ABC NOVELTY STORE [ABC]

Books, knick-knacks, collectibles  
VI/MC/AM/CSH US/CD/JP/OT

You may visit the ABC NOVELTY STORE by using the quick reference word (GO ABC) at any Information Service ! prompt.

The billing options codes indicate the methods of payment the merchant accepts as follows:

VI – VISA	SC – Merchant's Own Store Card
MC – MasterCard	COD – COD
AM – American Express	CSH – Cash, check, money order
DI – Diners Club	DB – Direct Bill
DIS – Discover Card	NA – No Billing Applies (Advertiser only)

The country codes indicate the countries the merchant is able to ship to as follows:

US – United States	JP – Japan
CD – Canada	OT – Other Foreign Countries

The options for merchants offering catalogs are indicated by the following codes.

- Offers free print catalog.
- \* Denotes electronic order form for use with print catalog.

- Credits cost of print catalog toward purchase.
- † Denotes new merchant.

## A

### AIR FRANCE [AF] \*

Info on tours, sights and scenes.  
VI/MC US/CD

### ALAMO RENT A CAR [AL]

Info on rates, benefits, locations.  
NA US/OT

### ALASKA GENERAL STORE [AK] \*\*

Alaskan jewelry, ivory, gold, gifts.  
VI/MC/AM/DIS US/CD/JP/OT

### ARTWEAR/OUTWEST [AO] \*\*

Hand-designed shirts and jewelry.  
VI/MC/AM US/CD/JP/OT

### ATT&T HOME-OFFICE RESOURCES ONLINE [ATT] †

Technology that brings success home.  
New! GO ATT for details.

### ATT&T TOLLFREE 800 DIRECTORY [ATT] †

Free thousands of toll-free numbers.  
VI/MC US

### AUSTAD'S GOLF SHOP [AU] †

Golfing accessories, apparel and gifts.  
New! GO AU for details.

### AUTOQUOT-R [AQ]

Vehicle price quotation service.  
VI/MC/AM US

## B

### BRADY BOOKS [BB] \*\*

PC books, utilities, software.  
VI/MC US/CD

### BUICK MAGAZINE [BU] \*

Free car information, customer service.

### BUSINESS INCORPORATING GUIDE [INC]

Nationwide incorporating service.  
NA US

### BUSINESS WEEK [BW]

Subscription packages and information.  
VI/MC/AM/DB US/CD/JP/OT

## C

### CD CLUB [CD] \*

Compact disk ordering club.  
DB US

### CD-ROM STORE, THE [RS] \*

CD-ROM drives and accessories.  
VI/MC US/CD/JP/OT

An example entry would look like this:

## ABC NOVELTY STORE [ABC]

Books, knick-knacks, collectibles  
VI/MC/AM/CSH US/CD/JP/OT

You may visit the ABC NOVELTY STORE by using the quick reference word (GO ABC) at any Information Service ! prompt.

The billing options codes indicate the methods of payment the merchant accepts as follows:

VI – VISA	SC – Merchant's Own Store Card
MC – MasterCard	COD – COD
AM – American Express	CSH – Cash, check, money order
DI – Diners Club	DB – Direct Bill
DIS – Discover Card	NA – No Billing Applies (Advertiser only)

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- Offers free print catalog.
- \* Denotes electronic order form for use with print catalog.

- Credits cost of print catalog toward purchase.
- † Denotes new merchant.

## D

### DIRECT MICRO [DM] \*\*

Discount computer disks and supplies.  
VI/MC/COD US/CD/JP/OT

### DISCOUNT MUSIC SUPPLY [DMS] \*\*

Guitar effects and accessories.  
VI/MC/COD US/CD/JP/OT

### DOW JONES & CO. [DJ]

Business and financial periodicals.  
VI/MC/AM US/CD

### DREYFUS CORPORATION [DR]

Mutual funds and investment information.  
VI US

### ENDLESS VACATION TRAVEL [EV] \*

Resort condo rentals, vacation info.  
VI/MC US/CD/JP/OT

### EXECUTIVE STAMPER [EX]

Rubber stamps, engraved gifts.  
VI/MC/AM/DI/DIS US/CD/JP/OT

### F

### FLORIDA FRUIT SHIPPERS [FFS] \*

Premium fruit and gift shippers.  
VI/MC/AM US/CD/JP/OT

### FLOWER STOP [FS]

Flower and gift delivery service.  
VI/MC/AM/DI/DIS US/CD/JP/OT

### FORD MOTOR COMPANY [FORD] \*\*

Car and truck info, dealer locator.  
VI/MC US/CD

### FRANCE INFO USA [FI] †

A kiosk of information about France.  
VI/MC/AM/COD/DB US/CD/JP/OT

### GODIVA CHOCOLATIER [GC] \*\*

Gourmet chocolate and gifts.  
VI/MC/AM US

### H

### H&R BLOCK [HRB]

The Income Tax People.  
NA US

### HAMMACHER SCHLEMMER [HS] \*\*

Gifts, unique and unusual products.  
VI/MC/AM/DI US/CD/JP/OT

### HELEN HUTCHLEY'S [HH] †

New! GO HH for details.

### HEATHKIT [HTH] \*\*

Build-it-yourself electronic kits, etc.  
VI/MC/AM/SC US/CD

### HOBBY CENTER TOYS [HC]

Hobbies, trains, dolls and games.  
VI/MC/AM/DI/DIS/CSH US/CD/JP

### I

### INSURANCE INFORMATION INC. [II]

Home, term life and auto insurance info.  
VI/MC/AM US

### J

### JCPENNEY [JCP] †

Apparel, furnishings, electronics.  
VI/MC/AM/SC US

### ODONYX SCIENTIFIC [DU] †

Pharmaceutical, medical and lab supply.  
VI/MC/AM/DIS US/CD/JP/OT

### OFFICIAL AIRLINE GUIDES, INC. [OA]

Info on online services; air and hotel guides.  
VI/MC US/CD

### ONLINE STORE [OS]

Computer accessories, hardware.  
VI/MC/AM/DI US

An example entry would look like this:

## ABC NOVELTY STORE [ABC]

Books, knick-knacks, collectibles  
VI/MC/AM/CSH US/CD/JP/OT

You may visit the ABC NOVELTY STORE by using the quick reference word (GO ABC) at any Information Service ! prompt.

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MC – MasterCard	COD – COD
AM – American Express	CSH – Cash, check, money order
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DIS – Discover Card	NA – No Billing Applies (Advertiser only)

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The options for merchants offering catalogs are indicated by the following codes.

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- \* Denotes electronic order form for use with print catalog.

- Credits cost of print catalog toward purchase.
- † Denotes new merchant.

## L

### LASER'S EDGE, THE [LE] \*\*

Your one-stop laser video store.  
VI/MC/AM/DIS US/CD/JP/OT

### LOBSTER EXPRESS [LOB] †

Seafood gift pack specialist.  
New! GO LOB for details.

### M

### MACUSER [MC]

Save 58 percent and receive free gift.  
VI/MC/DB US/CD

### MACWAREHOUSE [MW]

Macintosh hardware, software and equipment.  
VI/MC/COD US/CD/JP/OT

### MARYMAC INDUSTRIES [MM]

Official Radio Shack dealer.  
VI/MC/AM/DIS/CSH US/CD/JP/OT

### MAX ULE DISCOUNT BROKERAGE [TKR]

Brokerage and financial info retrieval.  
CSH US/CD/JP/OT

### MCGRAW-HILL BOOK COMPANY [MH] \*\*

Business, finance and computer books.  
VI/MC US/CD/JP

### MENTOR TECHNOLOGIES [MN]

Authorized CompuServe training.  
VI/MC US

### MICROWAREHOUSE [MCW] \*

Hardware, software and equipment for PCs.  
VI/MC/COD US/CD/JP/OT

### MILTROBE ELECTRONICS [MI] \*

Consumer electronics, tools, gifts.  
VI/MC/MO US/CD

### MONEY'S FINANCIAL MARKET [MFM]

Personal Finance Tools from Money.  
VI/MC/AM US

### MTV CLUB MEMBERSHIP [MTV]

Tomorrow's Music Today-video and more.

### MUSEUM OF FINE ARTS, BOSTON [FA] †

Gifts and classic reproductions.  
New! GO FA for details.

### MUSIC ALLEY ONLINE [MAO]

Mixers, synthesizers, keyboards, etc.  
VI/MC/COD US/CD

### N

### NEW AGE RESOURCES [NAR] \*\*

Health products, computer supplies.  
VI/MC/COD/CHK US

### NEWSNET [NN]

Specialized business news database service.  
NA US/CD

### NEWSWEEK [NW]

New, gift and student subscriptions.  
VI/MC/AM/DI/DIS/DB US

### NISSAN MOTOR CORPORATION [NI] \*

Nissan cars, trucks and accessories.  
VI/MC US

### O

### OCEAN ISLE SOFTWARE [OI]

Easy to use and what users expect.  
VI/MC US

### ODONYX SCIENTIFIC [DU] †

Pharmaceutical, medical and lab supply.  
VI/MC/AM/DIS US/CD/JP/OT

### OFFICIAL AIRLINE GUIDES, INC. [OA]

Info on online services; air and hotel guides.  
VI/MC US/CD

### ONLINE STORE [OS]

Computer accessories, hardware.  
VI/MC/AM/DI US

An example entry would look like this:

## ABC NOVELTY STORE [ABC]

Books, knick-knacks, collectibles  
VI/MC/AM/CSH US/CD/JP/OT

You may visit the ABC NOVELTY STORE by using the quick reference word (GO ABC) at any Information Service ! prompt.

The billing options codes indicate the methods of payment the merchant accepts as follows:

VI – VISA	SC – Merchant's Own Store Card
MC – MasterCard	COD – COD
AM – American Express	CSH – Cash, check, money order
DI – Diners Club	DB – Direct Bill
DIS – Discover Card	NA – No Billing Applies (Advertiser only)

The country codes indicate the countries the merchant is able to ship to as follows:

US – United States	JP – Japan
CD – Canada	OT – Other Foreign Countries

The options for merchants offering catalogs are indicated by the following codes.

- Offers free print catalog.
- \* Denotes electronic order form for use with print catalog.

- Credits cost of print catalog toward purchase.
- † Denotes new merchant.

## D

### DIRECT MICRO [DM] \*\*

Discount computer disks and supplies.  
VI/MC/COD US/CD/JP/OT

### DISCOUNT MUSIC SUPPLY [DMS] \*\*

Guitar effects and accessories.  
VI/MC/COD US/CD/JP/OT

### DOW JONES & CO. [DJ]

Business and financial periodicals.  
VI/MC/AM US/CD

### DREYFUS CORPORATION [DR]

Mutual funds and investment information.  
VI US

### ENDLESS VACATION TRAVEL [EV] \*

Resort condo rentals, vacation info.  
VI/MC US/CD/JP/OT

### EXECUTIVE STAMPER [EX]

Rubber stamps, engraved gifts.  
VI/MC/AM/DI/DIS US/CD/JP/OT

### F

### FLORIDA FRUIT SHIPPERS [FFS] \*

Premium fruit and gift shippers.  
VI/MC/AM US/CD/JP/OT

### FLOWER STOP [FS]

Flower and gift delivery service.  
VI/MC/AM/DI/DIS US/CD/JP/OT

### FORD MOTOR COMPANY [FORD] \*\*

Car and truck info, dealer locator.  
VI/MC US/CD

### FRANCE INFO USA [FI] †

A kiosk of information about France.  
VI/MC/AM/COD/DB US/CD/JP/OT

### FRONTIER [FR]

Business and financial periodicals.  
VI/MC/AM US/CD

### G

### GODIVA CHOCOLATIER [GC] \*\*

Gourmet chocolate and gifts.  
VI/MC/AM US

### H

### H&R BLOCK [HRB]

The Income Tax People.  
NA US

### HAMMACHER SCHLEMMER [HS] \*\*

Gifts, unique and unusual products.  
VI/MC/AM/DI US/CD/JP/OT

### HELEN HUTCHLEY'S [HH] †

New! GO HH for details.

### HEATHKIT [HTH] \*\*

Build-it-yourself electronic kits, etc.  
VI/MC/AM/SC US/CD

### HOBBY CENTER TOYS [HC]

Hobbies, trains, dolls and games.  
VI/MC/AM/DI/DIS/CSH US/CD/JP

### I

### INSURANCE INFORMATION INC. [II]

Home, term life and auto insurance info.  
VI/MC/AM US

### J

### JCPENNEY [JCP] †

Apparel, furnishings, electronics.  
VI/MC/AM/SC US

### K

### KEARNEY [KE]

Business and financial periodicals.  
VI/MC/AM US/CD

### L

### LASER'S EDGE, THE [LE] \*\*

Your one-stop laser video store.  
VI/MC/AM/DIS US/CD/JP/OT

### LOBSTER EXPRESS [LOB] †

Seafood gift pack specialist.  
New! GO LOB for details.

### M

### MACUSER [MC]

Save 58 percent and receive free gift.  
VI/MC/DB US/CD

### MACWAREHOUSE [MW]

Macintosh hardware, software and equipment.  
VI/MC/COD US/CD/JP/OT

## &lt;

**P****PARADISE TECHNOLOGY [PT]**

Hand-held computers, voice and tone equipment.

VI/MC/COD US

**PAUL FREDRICK SHIRTS CO. [PFS]**

New! GO PFS for details.

**PC COMPUTING [PCC]**

Save 58 percent and receive free gift.

VI/MC/DB US/CD

**PC MAGAZINE [PM]**

Save 54 percent and receive free gift.

VI/MC/DB US/CD

**PENGUIN BOOKS [PB]**

Books, new titles, catalogs.

VI/MC/AM/DIS US/CD/JP/OT

**PEPPERIDGE FARM [PF]**

Gourmet cookies, candies, gifts, etc.

VI/MC/AM/DI/DIS US

**PREVENTION SYSTEMS [PS]**

New! GO PS for details.

**PROGRAMS PLUS [PP]**

Apple/Macintosh software and accessories.

VI/MC US/CD/JP/OT

**PUBLISHERS CLEARING HOUSE [PUB]**

New! GO PUB for details.

**PUSH PEDAL PULL FITNESS [PPP]**

Professional home exercise equipment.

VI/MC/AM/DIS US

**R****RADIO DOCTORS [RD]**

New! GO RD for details.

**RECORD & TAPE CLUB [RT]**

Record and tape ordering club.

DB US

**RENT MOTHER NATURE [RM]**

Nature's gifts leasing programs, etc.

VI/MC/AM US/OT

**RIN ROBYN POOL & PATIO [RR]**

Pool and patio, outdoor items.

VI/MC/AM US/CD/JP/OT

**S****SAFEWARE COMPUTER INSURANCE [SAF]**

High-tech equipment insurance.

VI/MC US/CD/JP/OT

**SHARON LUGGAGE AND GIFTS [SL]**

Leather goods, novelty gifts, etc.

VI/MC/AM US/CD

**SHOPPERS ADVANTAGE CLUB [SAC]**

Discount shopping club.

VI/MC US

**SIMON DAVID [SIM]**

Gourmet foods, meats from Texas.

VI/MC/AM/DIS US/CD/JP/OT

**SMALL COMPUTER BOOK CLUB [BK]**

Quality computer books.

DB US/CD

**SOFTWARE DISOUNTERS OF AMERICA [SDA]**

Software for a range of computers.

VI/MC US/CD

**SOME THINGS SPECIAL'S UNIQUE BOUTIQUE [SP]**

Unique gifts and computing accessories.

VI/MC/AM/DIS US/CD

**SPIEGEL [SGL]**

Fashion, gifts and electronics.

VI/MC/AM/SC US

**SPORT SOURCE, THE [SS]**

Sporting goods, apparel, accessories.

VI/MC US/CD/JP/OT

**STATIONERY CENTER, THE [SC]**

Office supplies, furniture, etc.

VI/MC/AM/DIS/COD US/CD/JP

**T****TALL TAILS [TT]**

New! GO TT for details.

**TIME-LIFE BOOKS [TL]**

Exciting book series subscriptions.

VI/MC/AM US

**TRW CREDENTIALS [CRE]**

New! GO CRE for details.

**TSR GAMES SHOPPE [TSR]**

Adventure, fantasy games and accessories.

VI/MC US/CD/JP/OT

**U****USA TODAY [UT]**

Subscribe to The Nation's Newspaper.

New! GO UT for details.

**USED CAR PRICE GUIDE [UC]**

New! GO UC for details.

**V****VIDEO CLUB [VC]**

Movie video ordering club.

DB US

**W****WALDEN COMPUTER BOOKS [WB]**

Computer books and accessories.

VI/MC/AM US/CD

**WALTER KNOLL FLORIST [WK]**

Plants, flowers and gifts via FTD.

VI/MC/AM/DI/DIS/DB US/CD

**WILLIAMS & EEDEN GARDEN CENTER [WE]**

Flowers, plants and garden tools.

VI/MC US/CD

**WINDHAM HILL [WH]**

Jazz, New Age, children's recordings.

VI/MC/AM US/CD/JP/OT

**Y****YES! BOOKS AND VIDEOS [YB]**

A unique collection of books and videos.

VI/MC/AM US/CD/JP/OT

## Merchants by Department

**APPAREL/ACCESSORIES**

**AO** Artwear/Outwest ■ \*

**AU** Austad's Golf Shop +

**JCP** JCPenney ■ \*

**PFS** Paul Fredrick Shirt Co. +

**SL** Sharon Luggage and Gifts

**SGL** Spiegel \* +

**SS** The Sport Source ■ \* +

**ARTS/MUSIC/VIDEO**

**CD** Compact Disc Club \*

**CM** The Classical Music Club

**CV** Corner Video +

**DMS** Discount Music Supply ■ \* +

**LE** The Laser's Edge ■ \*

**MAO** Music Alley Online

**FA** Museum of Fine Arts, Boston +

**RD** Radio Doctors ■ \* +

**RT** Record and Tape Club \*

**VC** The Video Club \*

**WH** Windham Hill ■ \*

**YB** YES! Books and Videos ■ \*

**AUTO**

**AL** Alamo Rent A Car

**AQ** Autoquot-R

**BU** Buick Magazine ■

**CHV** The Chevrolet Showroom ■

**CI** CIGNA Insurance +

**FORD** Ford Motor Co. ■ \*

**NI** Nissan ■

**UC** Used Car Price Guide +

**BOOKS/PERIODICALS**

**BB** Brady Books ■ \*

**BW** Business Week

**CS** Computer Shopper

**CK** Create-A-Book +

**DJ** Dow Jones & Company

**MH** The McGraw-Hill Book Co. ■ \*

**MC** MacUser

**MFM** Money's Financial Market

**NW** Newsweek

**PCC** PC/Computing

**PM** PC Magazine

**PB** Penguin Books ■ \*

**PUB** Publishers Clearing House +

**BK** Small Computer Book Club

Time-Life Books

**TL** USA Today +**UT** Walden Computer Books**BUSINESS/FINANCE**

**ATT** AT&T Home-Office Resources Online +

**INC** Business Incorporating Guide

**BW** Business Week

**CF** CheckFree

**DR** Dreyfus

**DJ** Dow Jones & Company

**HRB** H&R Block

**II** Insurance Information

**TKR** Max Ule Discount Brokerage

**MFM** Money's Financial Market

**NN** NewsNet

**CRE** TRW Credentials +

**CLUBS/MEMBERSHIPS**

**CM** The Classical Music Club

**CD** Compact Disc Club \*

**RT** Record and Tape Club \*

**SAC** Shoppers Advantage Club

**BK** Small Computer Book Club

**TL** Time-Life Books

**VC** The Video Club \*

**COMPUTING**

**CDA** CDA Computer Sales ■ \*

**RS** The CD-ROM Store \*

**CE** Computer Express \* ●

**CS** Computer Shopper

**PD** The Computer Mart

**DM** Direct Micro ■ \*

**HTH** Heathkit ■ \*

**MC** MacUser

**MW** MacWarehouse

**MM** Marymac Industries

**MWC** MicroWarehouse ■

**NAR** New Age Resources ■ \*

**OI** Ocean Isle Software

**OS** Online Store

**PT** Paradise Technology

**PCC** PC/Computing

**PM** PC Magazine

**PP** Programs Plus

**SAC** Shoppers Advantage Club \*

**SGL** Spiegel \* +

**SDA** Software Discounters of America**SP** Some Things Special's Unique Boutique**WB** Walden Computer Books ■ \*

**GIFTS/COLLECTIBLES**

**AK** Alaska General Store ■ \*

**CC** The Chef's Catalog ■ \*

**COF** Coffee, Anyone ???

**CR** Crabtree & Evelyn ■ \*

**FFS** Florida Fruit Shippers ■

**FS** Flower Stop

**GC** Godiva Chocolatier ■ \*

**FA** Museum of Fine Arts, Boston +

**PF** Pepperidge Farm ■ \*

**RM** Rent Mother Nature ■ \*

**SL** Sharon Luggage and Gifts ■ \*

**SIM** Simon David ■ \*

**SP** Some Things Special's Unique Boutique

**WK** Walter Knoll Florist

**GOUPMET FOODS/FLOWERS**

**AK** Alaska General Store ■ \*

**GC** Godiva Chocolatier ■ \*

**COF** Coffee, Anyone ???

**FFS** Florida Fruit Shippers ■

**FS** Flower Stop

**HH** Helen Hutchley's ■ \* +

**LOB** Lobster Express +

**PF** Pepperidge Farm ■ \*

**RM** Rent Mother Nature ■ \*

**SIM** Simon David ■ \*

**WK** Walter Knoll Florist

**WE** Williams & Eeden Garden Center ■ \*

**HEALTH/BEAUTY**

**CL** Contact Lens Supply +

**RX** The Court Pharmacy

**CR** Crabtree & Evelyn ■ \*

**NAR** New Age Resources ■ \*

**DU** Odonyx Scientific +

**PS** Prevention Systems +

**PPP** Push Pedal Pull ■ \*

**HOBBIES/TOYS/PETS**

**HC** Hobby Center Toys

**TT** Tall Tails +

**TSR** TSR Games Shoppe ■ \*

**WE** Williams & Eeden Garden Center ■ \*

**INFORMATION/SERVICES**

**ATT** AT&T Home-Office Resources Online +

**ATT** AT&T Toll-Free 800 Directory +

**CI** CIGNA Insurance +

**CSW** Computer Sports World +

**EA** Educational Advisory Services

**SAF** SafeWare Computer Insurance ■

**MERCHANDISE/ELECTRONICS**

**CC** The Chef's Catalog ■ \*

**ORD** CompuServe Store

**RX** The Court Pharmacy

**HS** Hammacher Schlemmer ■ \*

**HTH** Heathkit ■ \*

**JCP** JCPenney \* +

**MI** Miltrobe ● \*

**SAC** Shoppers Advantage Club \*

**SGL** Spiegel \* +

**OFFICE SUPPLIES**

**DM** Direct Micro ■ \*

**EX** Executive Stamper

**SC** The Stationery Center

**SPORTS/LEISURE**

**AU** Austad's Golf Shop ■ \* +

**CSW** Computer Sports World +

**HS** Hammacher Schlemmer ■ \*

**PPP** Push Pedal Pull ■ \*

**RR** Rin Robyn Pool 'N Patio ■

**SS** The Sport Source ■ \* +

**TRAVEL/VACATIONS**

**AF** Air France ■

**EV** Endless Vacation Travel \*

**FI** France Info +

**OA** Official Airline Guide

**SL** Sharon Luggage and Gifts ■ \*

APRIL 1990

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## GOINGS-ON AT A GLANCE

### FREE SHOPPING

• Remember ... Connect time is **always free** at AT&T 800 (GO ATT) and Buick Magazine (GO BU). Plus, visit The Chevrolet Showroom (GO CHV) free of connect-time fees any day through April 25.

#### April 1

MacWarehouse GO MW

#### April 7 and 8

Get to Know The Mall:  
Online Auto Show  
Alamo Rent-A-Car GO AL  
Autoquot-R GO AQ  
Buick Magazine  
(Free until Aug. 31) GO BU  
The Chevrolet Showroom  
(Free until April 25) GO CHV  
Ford Motor Co. GO FORD  
JCPenney GO JCP  
Nissan GO NI  
TRW Credentials GO CRE

**Plus** free connect time at:  
CIGNA Insurance GO CI  
Contact Lens Supply GO CL  
Lasers Edge GO LE  
Software Discounters  
of America GO SDA

#### April 14 and 15

Get to Know The Mall:  
Spring Fashion and Fitness  
Alaska General Store GO AK  
Artwear/Outwest GO AO  
Contact Lens Supply GO CL  
The Court Pharmacy GO RX  
New Age Resources GO NAR  
JCPenney GO JCP  
Push Pedal Pull GO PPP  
Paul Fredrick Shirts GO PFS  
Spiegel GO SGL

**Plus** free connect time at:  
CIGNA Insurance GO CG  
Programs Plus GO PP  
Publishers Clearing House GO PUB

Remember, Easter is April 15.

#### April 21 and 22

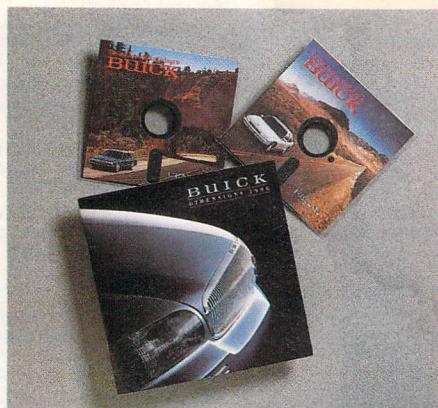
Get to Know The Mall: Books,  
Music and Culture  
Brady Books GO BB  
The Classical Music Club GO CM  
Compact Disc Club GO CD  
Corner Video GO CV  
Create-A-Book GO CK  
Discount Music Supply GO DMS  
McGraw-Hill Book Co. GO MH  
Laser's Edge GO LE  
Music Alley Online GO MAO  
Record and Tape Club GO RT  
The Video Club GO VC

Museum of Fine Arts, Boston GO FA  
Penguin Books GO PB  
Publishers Clearing House GO PUB  
Time-Life Books GO TL  
Windham Hill GO WH  
Yes! Books & Videos GO YB

**Plus** free connect time at:  
CIGNA Insurance GO CI  
Paul Fredrick Shirts GO PFS  
Push Pedal Pull Fitness GO PPP  
Tall Tails GO TT  
TSR Hobby Shoppe GO TSR  
Prevention Systems GO PS

#### April 28 and 29

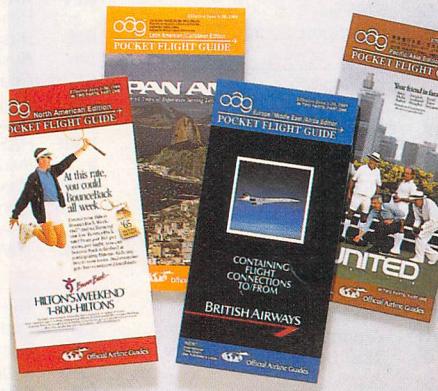
Get to Know The Mall:  
Travel and Leisure  
Air France GP AF  
Endless Vacation Travel GO EV  
France Info GO FI  
Hammacher Schlemmer GO HS  
Miltrobe GO MI  
Official Airline Guide GO OA  
Rin Robyn Pool 'N Patio GO RR  
Sharon Luggage and Gifts GO SL  
Shoppers Advantage Club GO SAC



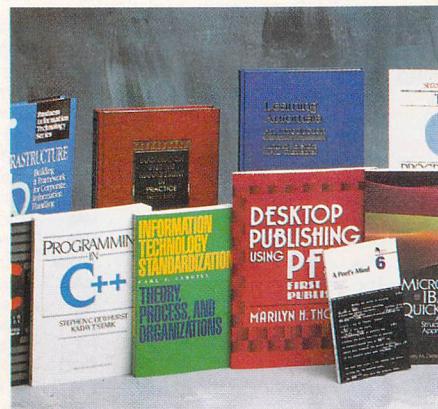
Explore Buick Magazine free until April 25.



Shop free at JCPenney April 7, 8, 14 and 15.



Plan a vacation with Official Airline Guide.



Browse Brady Books free April 21 and 22.

# Shoppers Guide

## Advertiser's Directory

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## Guidelines to Requesting Information Through OLI

### Online Inquiry

Online Inquiry is *CompuServe Magazine's* electronic version of the traditional reader inquiry card. To request additional information about products or services described in *CompuServe Magazine*, simply access CompuServe and type GO OLI at any prompt.

CompuServe	Page OLI-1
COMPUSERVE MAGAZINE ADVERTISERS	
ONLINE INQUIRY (OLI)	
1. OLI Instructions	
2. CompuServe Magazine Display Ads	
3. Print Edition Reviews	
4. Shopper's Guide Mini-Ads	

### Display Ads

GO OLI-160. Inquiries to this section will be followed by a brief description of the *CompuServe Magazine* ad. To request additional printed information, simply enter your name and address at the prompts. OLI will add your User ID number and electronically forward your request to the appropriate advertiser(s). The names, addresses and User ID numbers will also be forwarded via US Mail at the end of each month.

CompuServe	Page OLI-160
COMPUSERVE	
ADVERTISERS/OLI	
1. Apr. 1990 Advertisers	
2. Mar. 1990 Advertisers	
3. Feb. 1990 Advertisers	

### Turn Your PC/XT/AT Into Multi-User, On-Line System

#### INFOHOST®

Multi-user On-line System Software (Reviewed by PC Week on 5/19/87) You can now place a database of goods and services on-line using your own PC, so your customers can dial in over phone lines to access information, leave messages, and make purchases via modem. InfoHost, which can support as many as eight simultaneous modem interfaces, features a customizable relational database that can be adapted to the needs of your business.

A-Comm Electronics, Inc.  
377 Route 17 South, Hasbrouck Hts., NJ 07604  
201/288-7885, TLX: 494836

Call Our Demo System  
201 288-7792  
(With Modem Settings 8 1 N)

If you're looking for the lowest air fares for your summer travel, try the



### COFFEE ANYONE ???

Now in our 4th year on-line, we offer you QUALITY - SERVICE - CONVENIENCE

Our Sampler Packs are a great value

Join our Coffee of the Month Club

We have the world's rarest coffee  
Jamaican Blue Mountain in stock.

All orders ship within 48 hours.

**GO COF**  
THE ORIGINAL COMPUTER COFFEEHOUSE



WIN LOTTO MILLIONS  
New DOS Release!

LOTTO PICKER 3 picks your winning lottery tickets by finding hidden biases from past drawings! Join our DOCUMENTED WINNERS who exploit hot, due, & unbiased numbers in order to win big, & often, at Lotto. Works for all lotteries. WHEELING incl. in DOS version! \$39.95 (+ 2.55 s/h). 3.5" add \$5. For IBM, V2.1 for Apple II & C64/128. GE RIDGE, 170 Broadway, #201OL, NYC 10038. ORDERS 1-800-634-5463 ext. 293. Info 718-317-1961. NY res. add tax.

### PSUPER PSION PSALE: 25% OFF!!

All Hand-Held Computers & Accessories  
GO PT and mention this ad in your order

### MULTI-LINE VOICE MAIL • CD • TM SYSTEMS SHIPPING RIGHT NOW!

SpeakEasy/MT language • InfoLine VM/TM  
Paradise Technology • 809-326-9556 • FAX: 326-9545

### Editorial Articles/Reviews

At the end of each electronic version product review, you'll be asked if you wish to request further information through the Online Inquiry system. A "yes" response will let the system prompt you for your name, address and other information so that your request can be forwarded to the appropriate company. If you respond "no," the system will return you to the previous menu.

To request information about products reviewed in the print edition, GO OLI-280 and select the appropriate listing, such as April Hardware Reviews. At the next menu, select the product you're interested in. If you answer "yes" at the question prompt, the OLI system will prompt you for the necessary information.

Requests to these sections will be stored and forwarded by traditional mail once each month.

### CompuServe Page OLI-280 REVIEW LISTINGS/PRINT EDITION

1. Apr. Hardware Listings
2. Apr. Software Listings
3. Apr. New Product Listings

### Shopper's Guide

GO OLI-70 to get information about *CompuServe Magazine's* mini-ad program.

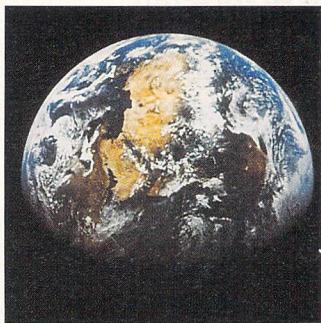
To request information from Shopper's Guide advertisers, follow the instructions outlined in each ad.

### CompuServe Page OLI-70 SHOPPER'S GUIDE

1. About Shopper's Guide
2. Rates and Information

\*Note: Additional requests during the same session will not require you to re-enter your name and address.

# UPDATE



## Focus on Earth Day in Good Earth Forum

The Good Earth Forum has opened Message Section 9, "Earth Day/Ecology," to discuss and celebrate Earth Day 1990 on April 22. Learn how to contribute to Earth Day objectives, including a worldwide ban on chlorofluorocarbons, a halt to international deforestation, protection of endangered species and habitats and more. Post your community's plans for Earth Day. GO GOODEARTH



## CompuServe Mail New and Enhanced

CompuServe's electronic mail system, recently renamed CompuServe Mail, has added word processing program Help files that explain how to upload text (ASCII) messages and documents. Type HELP WORDPROCESSING at the CompuServe Mail main menu ! prompt for more information. GO MAIL

CompuServe's new European service, CompuServe/Forum, provides the benefit of local access and customer support to members located in Europe. CompuServe/Forum features connection to the world's most comprehensive information service through new, lower-cost local network arrangements. Customer service is provided from Europe, eliminating the inconvenience of time-zone differences when seeking answers to questions.

CompuServe/Forum is marketed through TeleServe offices in Bristol, England, and Berne, Switzerland. TeleServe is a partnership of CompuServe Incorporated and TeleColumbus of Baden, Switzerland. In Europe, customer service is available in the United Kingdom at 0800 289 458; in Switzerland at 031-509 800; or in other European countries at +41-31-509 800.

**Datastorm Forum** provides technical support for **Datastorm Technologies** products, including ProComm, ProComm Plus, ProComm Plus network version and Hot Wire. Forum members exchange ideas, tips and techniques. GO DATASTORM

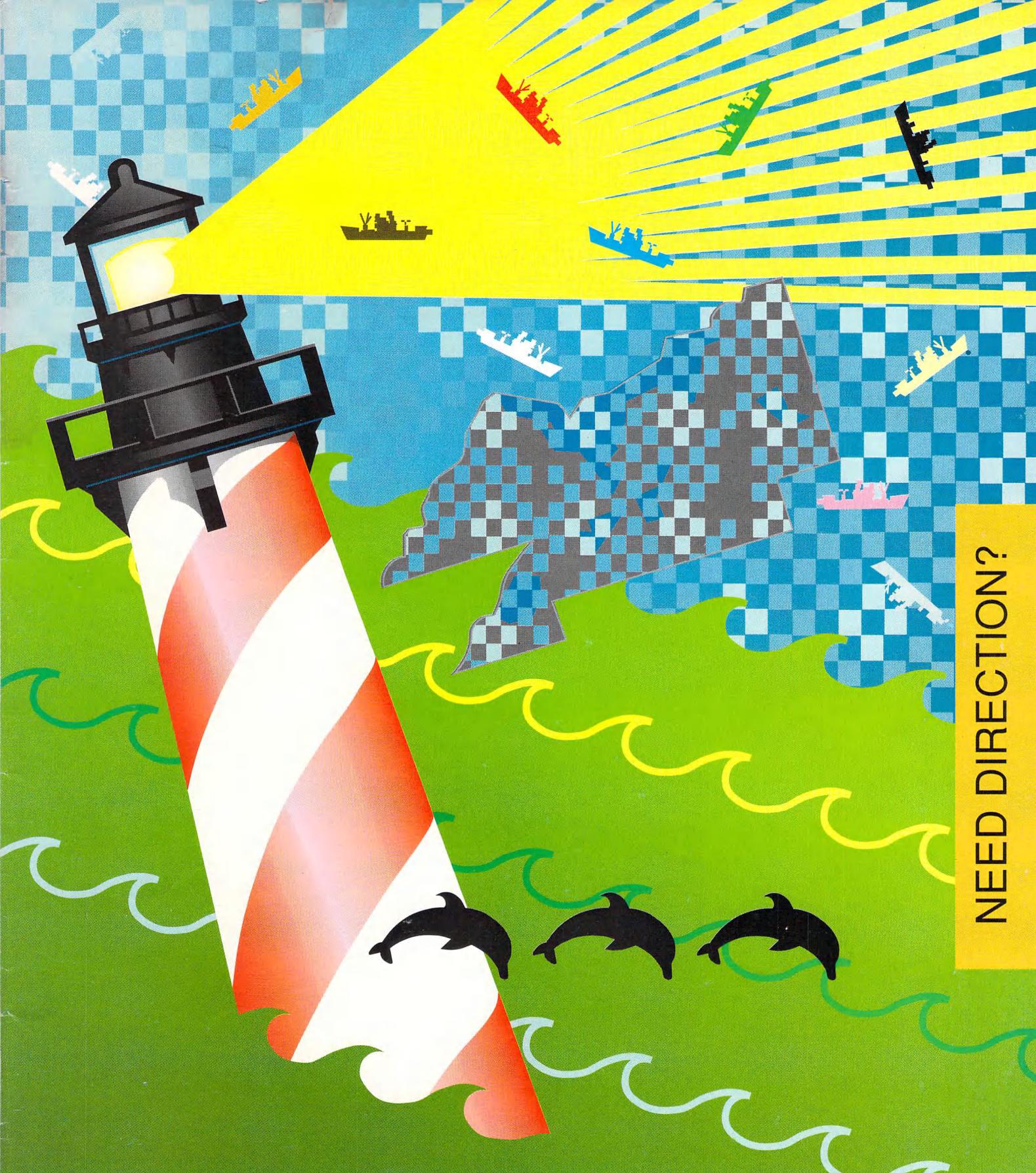
**The Electronic Mall** is celebrating spring with Easter specials at Walter Knoll Florist (GO WK), Pepperidge Farm (GO PF), Godiva Chocolatier (GO GC) and new merchant Helen Hutchleys La Dolceria (GO HH). In addition, Spiegel (GO SGL) and Brooks Brothers (GO BR) are featuring their new spring lines. Beginning Monday, April 16, browse the Spring Gift-Giving Guide full of merchandise for Mother's Day, Father's Day, weddings and graduations. GO MALL

Receive \$4.50 credit on **IQuest's National Newspaper Index** during April. Save 50 percent on each \$9 search to find references to articles from national newspapers, including *The Wall Street Journal*, *The New York Times*, *The Christian Science Monitor* and others. Other IQuest and connect-time charges remain in effect. GO IQUEST

**The Microsoft Connection** has expanded to include the **Microsoft Excel Forum**, a forum dedicated exclusively to the support of all versions of Microsoft's spreadsheet package, Microsoft Excel. GO MSEXCEL

The **Pets/Animal Forum** enables pet owners to discuss issues, including pet behavior and pet loss, with professionals and forum members. The forum features sections for discussions about dogs, cats, birds, horses and unusual pets, including reptiles. Veterinarians also address pet care in the Ask-A-Vet section. GO PETS

**NEXT MONTH** • **Service With A Smile:** Introducing CompuServe's celebrated customer servants • **Software Salvos:** Support base for Samna • **Trading By Telepathy:** I/B/E/S • **Paddleboat Odyssey:** Riding down to river towns • **Hot Rod Heaven:** Take a test-drive



NEED DIRECTION?

Let CompuServe Customer Service lead you home. Just type GO HELP at any ! prompt.

If you need to talk, call 800 848-8990 for friendly, personal assistance.

In Ohio and Canada, call 614 457-8650.

**CompuServe®**

"It's a dynamite little modem. Now there is no excuse not to go to 2400 bps."

*PC Magazine* 6/28/88

"Real bargains...operated at least as well as higher priced competitors, and throughput ...proved identical." *CompuServe Magazine* 1/90

"Get one!"

*MacInTalk* 6/89

# "DYNAMITE LITTLE MODEM"

JOHN C. DVORAK, *PC MAGAZINE*, 6/28/88

"...it performed as well as a much more expensive modem." *AmigaWorld* 10/89

"It's inexpensive, Hayes™-compatible, and works fine." *Macworld* 11/88

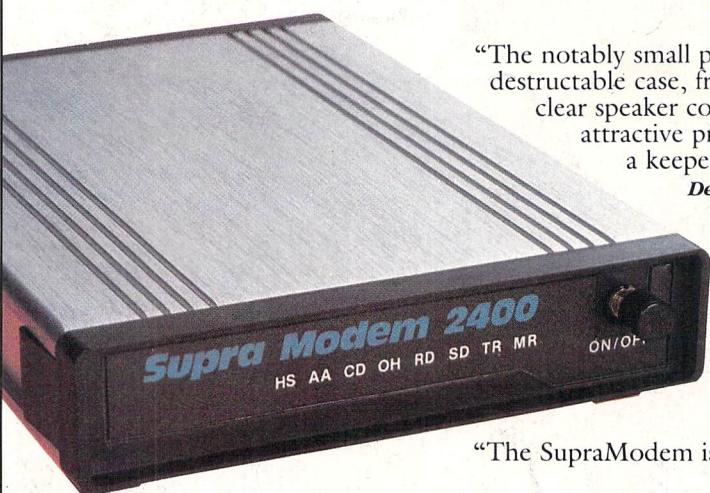
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